



MAUI TACOS
IT'S MEXICAN WITH MAUITUDE

*Authentic Fresh Made Mexican Food
with "The Spirit of Aloha"*



MAUI TACO'S RELIES ON PROVEN SUCCESS IN THE RESTAURANT FRANCHISING SECTOR TO PROVIDE AN EXCITING BLEND OF HAWAIIAN-MEXICAN FUSION AT AFFORDABLE PRICES, PREPARED AND SERVED IN MINUTES.

MAUI TACOS DELIVERS THE PROFITABLE FUSION OF HAWAIIAN LIFESTYLE AND MEXICAN FLAVOR IN A SCALABLE, EFFICIENT RESTAURANT FORMAT DESIGNED FOR INTERNATIONAL MARKETS. WHETHER IT BE A FOOD COURT, STRIP CENTER, MALL SPACE, OVER THE COUNTER OR FAST CASUAL MAUI TACO'S CAN FIT YOUR NEEDS.

WITH 100% OF OUR PRODUCTS MADE IN HOUSE, EVERYDAY MAUI TACO'S OFFERS A DELIGHTFUL BLEND OF HAWAIIAN & MEXICAN FLAVORS. WITH HOUSE MADE SALSA'S, FRESHLY COOKED MEATS THAT BECOME CAREFULLY CRAFTED MENU ITEMS THE WHOLE FAMILY CAN ENJOY.

WITH OVERWHELMING APPEAL TO THE HAWAIIAN CULTURE AND HAWAII BEING THE MOST DESIRED VACATION DESTINATION FOR JAPANESE CITIZENS WE BRING THE ALOHA DIRECTLY TO YOUR LOCAL NEIGHBORHOOD, TRAIN STATION OR STREETSIDE.

AT MAUI TACO'S THE "SPIRIT OF ALOHA" IS ALIVE AND WELL!

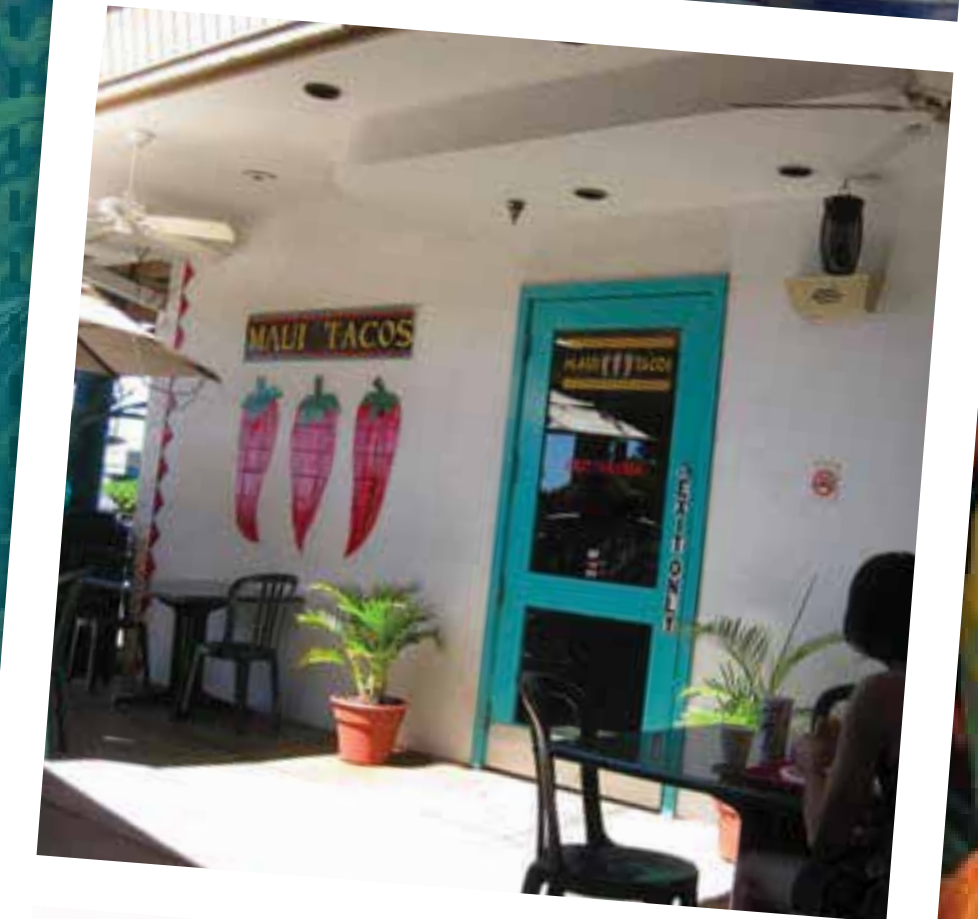
THE MAUI TACO'S STORY

THE CONCEPT ORIGINATED IN 1993 BY MARK ELLMAN, A LOCAL CELEBRITY CHEF IN MAUI, HAWAII. MARK CRAVED THE SIMPLE MEXICAN FOOD THAT HE GREW UP WITH IN SOUTHERN CALIFORNIA. CHEF ELLMAN USING HIS CONSIDERABLE CULINARY TALENTS, CREATED A NEW, UNIQUE CUISINE, FUSING THE BOLD TASTES OF MEXICO WITH THE EXOTIC FLAVORS OF THE HAWAIIAN ISLANDS- ALL SERVED WITH THE SPIRIT OF ALOHA!

WE CALL IT "MEXICAN WITH MAUITUDE"!

MAUI TACO'S HAS A WONDERFUL HISTORY IN HAWAII, WITH LOCATIONS IN NAPILI, KAILUA, HILO, LAHAINA, KIHEI, KONA & HONOLULU. SADLY MARK ELLMAN PASSED UNEXPECTEDLY IN 2023 AND WITHOUT MARK'S SPIRIT & THE FIRES IN LAHAINA ALL REMAINING LOCATIONS WERE FORCED TO CLOSE IN 2024.

HOWEVER THE ALOHA SPIRIT SURVIVED, AND A GUAM LOCATION WAS LAUNCHED IN 2023, BY EXPERIENCED RESTAURANTOR RICHARD HART AND HIS BEST FRIEND AND BUSINESS PARTNER, ROBERT SULLIVAN (BO). RICH & BO FULLY ACQUIRED MAUI TACO'S INTERNATIONAL IN FEBRUARY 2026.



THE MAUI TACO'S STORY

IN 2026, RICHARD HART AND BO SULLIVAN ACQUIRED THE RIGHTS TO MAUI TACOS INTERNATIONAL. AS BEST FRIENDS AND BUSINESS PARTNERS, THEY RECOGNIZED AN OPPORTUNITY TO EXPAND THE “SPIRIT OF ALOHA” TO JAPAN—BEFORE ULTIMATELY BRINGING IT BACK HOME TO HAWAII.

RICHARD BEGAN HIS CULINARY JOURNEY AS A YOUNG MAN IN NORTHERN NEW JERSEY IN THE EARLY 1990S. STARTING AS A DISHWASHER AT A POPULAR LOCAL RESTAURANT, HE QUICKLY DISCOVERED BOTH HIS PASSION FOR FOOD AND HIS LOVE FOR THE FAST-PACED ENERGY OF THE KITCHEN. HE WENT ON TO ATTEND JOHNSON & WALES UNIVERSITY, ONE OF THE WORLD’S PREMIER CULINARY INSTITUTIONS, WHERE HE EARNED MULTIPLE DEGREES AND COMPLETED A CHEF’S APPRENTICESHIP UNDER CERTIFIED MASTER CHEF DAVID SCHNEIDER AT THE COONAMESSETT INN, A RENOWNED COLONIAL ESTABLISHMENT IN FALMOUTH, MASSACHUSETTS.

AFTER RELOCATING TO CALIFORNIA TO FURTHER PURSUE HIS CAREER, RICHARD WAS RECRUITED BY OUTBACK STEAKHOUSE, WHERE HE SPECIALIZED IN OPENING INTERNATIONAL LOCATIONS AROUND THE WORLD. IN 2001, HE MADE THE DECISION TO SETTLE IN GUAM AND BECAME THE YOUNGEST MANAGING PARTNER IN OUTBACK STEAKHOUSE HISTORY. IN 2004, HE WAS HONORED WITH THE PRESTIGIOUS MANAGING PARTNER OF THE YEAR AWARD.

FOLLOWING A LONG AND SUCCESSFUL TENURE, RICHARD FOUNDED HIS OWN COMPANY IN 2013. HE BECAME THE FRANCHISE PARTNER FOR DINE EQUITY BRANDS IN GUAM, LAUNCHING APPLEBEE’S GRILL & BAR AND IHOP. IN 2015, HE INTRODUCED PIEOLOGY PIZZERIA, WHICH ACHIEVED THE #1 RANKING IN THE COMPANY SYSTEM FOR SIX CONSECUTIVE YEARS.

IN 2016, DARDEN RESTAURANTS APPROACHED HIM, LEADING TO THE OPENING OF OLIVE GARDEN ITALIAN KITCHEN IN 2017 AND, AFTER DELAYS CAUSED BY COVID-19, LONGHORN STEAKHOUSE IN 2021. IN 2023, LONGHORN STEAKHOUSE RECEIVED DARDEN RESTAURANTS’ PRESTIGIOUS RESTAURANT OF THE YEAR AWARD AND IS WIDELY REGARDED AS GUAM’S MOST POPULAR RESTAURANT.

DRIVEN BY CURIOSITY AND A DESIRE TO CONTINUE SHAPING THE INDUSTRY, RICHARD TURNED HIS ATTENTION TO MAUI TACOS. AFTER SEVERAL VISITS TO THE KAILUA, OAHU LOCATION WITH HIS FAMILY—AND ENCOURAGED BY HIS WIFE AND CHILDREN—HE REACHED OUT TO THE BRAND’S OWNERSHIP TO EXPLORE BRINGING MAUI TACOS TO GUAM. DESPITE DELAYS CAUSED BY TY-PHOON MAWAR, THE HIGHLY ANTICIPATED FIRST GUAM LOCATION OPENED IN 2024 AT THE VILLAGE OF DONKI.

MAUI TACOS QUICKLY CAPTURED ATTENTION WITH ITS FRESH CONCEPT, LONG LINES, ENTHUSIASTIC CUSTOMER FEEDBACK, AND CONSISTENTLY STRONG SALES PERFORMANCE—EARNING RECOGNITION FROM DON QUIJOTE EXECUTIVES. IN THE SUMMER OF 2025, RICHARD AND BO APPROACHED THE BRAND’S OWNERSHIP TO EXPLORE A FULL ACQUISITION.

FOLLOWING A COMPREHENSIVE REVITALIZATION FOCUSED ON QUALITY CONTROL, MENU DEVELOPMENT, SOURCING, CUSTOMER EXPERIENCE, DESIGN, AND MARKETING, MAUI TACOS WAS FULLY ACQUIRED IN JANUARY 2026. UNDER THE LEADERSHIP OF MANAGING PARTNER NINA DEDIOS, ALONGSIDE RICHARD AND BO, THE FUTURE OF MAUI TACOS IS POISED FOR CONTINUED GROWTH AS THEY EXPAND THE “SPIRIT OF ALOHA” TO JAPAN AND BEYOND.

WHY?

JAPAN IS UNIQUELY SUITED FOR MAUI TACOS SUCCESS, THIS IS WHY IT HAS BEEN CHOSEN FOR DEVELOPMENT FIRST OVER OTHER ASIAN COUNTRIES.

HAWAIIAN CULTURE IS VERY POPULAR IN JAPAN AND JAPANESE TRAVELERS HAVE BEEN #1 IN TOURIST ARRIVALS IN THE HAWAIIAN ISLANDS SINCE THE 1980'S.

TRENDS

- HIGH FAMILIARITY AND AFFECTION FOR HAWAIIAN BRANDS AND CULTURE.
- RAPID GROWTH OF CASUAL DINING CONCEPTS FROM THE US & ABROAD.
- INCREASING ACCEPTANCE OF MEXICAN CUISINE ACROSS WIDE SPECTRUMS.
- STRONG DEMAND FOR DIFFERENTIATED FOREIGN BRANDS, OFFERING NEW AND EXCITING PRODUCTS.
- QUICK "ON THE GO" STYLE CONCEPTS HAVE FLOURISHED IN RECENT YEARS.

TRACTION

- EGGS N THINGS ENTERED MARKET IN 2010, NOW WITH 20+ LOCATIONS IN 6 CITIES.
- TEDDY'S BIGGER BURGERS ENTERED MARKET IN 2016 WITH 7 LOCATIONS TO DATE.
- KONA BREWING NOW HAS 18 LOCATIONS IN THE GREATER TOKYO AREA
- HONOLULU COOKIE COMPANY
- LEONARD'S BAKERY
- KUA AINA SANDWICH SHOP IS WELL ESTABLISHED IN KAMAKURA



The shaka is a Hawaiian hand gesture—thumb and pinky extended, middle fingers curled—symbolizing "aloha", "hang loose", gratitude and/or local pride. It is the most recognizable symbols of Hawaii and the Spirit of the Hawaiian Culture in the world.

The Hibiscus flower is a staple of the Hawaiian culture. It is a symbol of love, new beginnings, and welcoming guests.

MARKET OPPORTUNITY

JAPAN HAS ONE OF THE LARGEST RESTAURANT MARKETS IN THE WORLD WITH MORE THAN \$200+ BILLION (US) ANNUALLY.

MEXICAN SEGMENT IS RAPIDLY EXPANDING, DRIVEN BY:

- YOUNGER DEMOGRAPHICS ARE MORE ACCEPTING OF NEW THINGS
- INTERNATIONAL TRAVEL TO JAPAN IS BOOMING
- TOKYO, OSAKA, YOKOHAMA ARE PRIME EXPANSION ZONES
- KAMAKURA IS A PRIME EXAMPLE OF THE POPULARITY OF HAWAIIAN CULTURE

IDEAL LOCATIONS:

- STREETSIDE STORES
- SHOPPING MALLS AND POPULAR SHOPPING DISTRICTS SUCH AS HARAJUKU, OMOTESANDO, SHINJUKU, SHIBUYA CROSSING
- TOURIST DISTRICTS
- LIFESTYLE CENTERS
- KAMAKURA BY THE SEA WOULD BE AN IDEAL TARGET LOCATION GIVEN IT'S AFFINITY FOR HAWAII

