

UNIQUE SELLING PROPOSITION

MAUI TACO'S OFFERS A UNIQUELY DIFFERENTIATED POSITION FROM OTHER RESTAURANTS, WITH IT'S MAUI-MEX FUSION.

SIGNATURE ITEMS:

- BIRRIA TACOS
- FISH TACOS
- KALUA PORK TACOS & BURRITOS
- HAWAIIAN BBQ PORK, A SIGNATURE OFFERING OF MAUI TACOVS
- FRESH SIGNATURE TACO SALADS WITH EDIBLE BOWLS
- HOMEMADE, UNLIMITED SALSA BAR
- REFRESHING HOME MADE HORCHATA AND ALOHA JUICE

COMPETITIVE ADVANTAGES:

- UNIQUE VS. STANDARD MEXICAN FOOD BRANDS
- ALL FRESH MADE FOOD, NO PREPACKAGED OR PREPARED MEALS
- LESS SPICY, MORE FLAVOR
- BALANCE WITH THE FUSION OF TWO CUISINES
- HEALTHIER PERCEPTION AMONGST YOUNGER DEMOGRAPHICS



BUSINESS MODEL

MAUI TACOS OFFERS EXTREME VERSATILITY BASED ON LOCATIONS, WITH NO FIXED MODELS BASED ON SIZE. OUR GOAL IS TO HAVE HAPPY FRANCHISEES WHO OWN AND OPERATE PROFITABLE BUSINESSES!

FOOD COURT MODELS

- 30-60 SQUARE METERS
- LOWEST INVESTMENT STRUCTURE
HIGHEST ROI
- QUICK CONSTRUCTION TIMELINES

INLINE STORE

- 60-120 SQUARE METERS
- MODERATE INVESTMENT
STRUCTURE
- STRONG BRAND PRESENCE

FLAGSHIP STORES

- 120-200 SQUARE METERS
- HIGH INVESTMENT STRUCTURE
- PREMIUM LEVEL POSITIONING IN
VERY HIGH TRAFFIC AREAS WITH
LARGE DEMAND

**MAUI TACOS INTERNATIONAL DOES NOT MANDATE WHERE EQUIPMENT AND GOODS ARE ACQUIRED AND HAS NO AFFILIATION IN THIS MATTER. WE WANT HAPPY FRANCHISE PARTNERS WHO OWN AND OPERATE PROFITABLE BUSINESSES.



OPERATIONAL SIMPLICITY

ADVANTAGES

- SIMPLE, FRESH MADE MENU EXECUTION DESIGNED FOR YOUNGER PEOPLE.
- MINIMAL CHEF DEPENDENCY.
- EASY STAFF TRAINING, WITH LITTLE TO NO EXPERIENCE REQUIRED.
- SMALL KITCHEN FOOTPRINT, 15-25 SQ METERS.
- HIGH THROUGHPUT AND AMPLE CROSS UTILIZATION TO KEEP STOCK IN CONTROL.

SUPPLY CHAIN

- 100% OF PRODUCTS CAN BE LOCALLY SOURCED
- MAUI TACO'S DOES NOT AND WILL NOT EVER REQUIRE OR MANDATE FOOD BE PURCHASED FROM A SUPPLIER OF OUR CHOOSING.
- PROTEINS, PRODUCE, RICE, TORTILLAS ARE ALL EASILY SOURCED IN JAPAN
- NO IMPORT FEES FOR PROPRIETARY PRODUCTS
- THESE FACTORS RESULT IN LOWER FOOD COSTS, STABLE OPERATIONS AND HIGHER RATE OF RETURNS.

TRAINING SUPPORT

- TRAINING IN GUAM IS CLOSE AND AFFORDABLE, AVOIDING LONG TRIPS TO US MAINLAND.
- ALL TRAINING FEES FOR FRANCHISE EMPLOYEES IN GUAM IS INCLUDED IN DEVELOPMENT FEES, FRANCHISE PARTNER IS ONLY RESPONSIBLE FOR TRAVEL AND LODGING.
- SUPPLY CHAIN SET UP IN COUNTRY.
- RECIPE DEVELOPMENT TO ADDRESS TASTE PROFILES AND RECIPE ADHERENCE.
 - OPENING TEAM ASSISTANCE.
- ON-GOING TRAINING AND DEVELOPMENT, MINIMUM OF 4 VISITS PER YEAR FROM CORPORATE STAFF.

INVESTMENT/ FINANCIALS

UNIT ECONOMICS

AVERAGE UNIT REVENUE BETWEEN
\$700K-\$1.3M (US).

- FAVORABLE FOOD COST RANGES
BETWEEN 26%-30% OF NET REVENUE
- LABOR COST RANGES 14%-19% WITH
LITTLE EXPERIENCE AND TRAINING
NEEDED
- OPERATING PROFIT RANGE OF
13%-21%
- AVERAGE UNIT ROI IS 24-26 MONTHS

INVESTMENT OVERVIEW

MAUI TACOS HAS A VERY FAVORABLE INVEST-
MENT PROFILE THAT IS MUCH LOWER THAN
TRADITIONAL FRANCHISE BRANDS ALLOWING
FOR FASTER ROI AND LESS UPFRONT CAPITOL.
THERE ARE NO SPECIFIC EQUIPMENT, FURNI-
TURE OR SUPPLY BRANDS THAT ARE MANDATED
FOR USE NOR DO FRANCHISE PARTNERS HAVE TO
IMPORT ANY GOODS AND PAY HIGH FEES OR
TARIFFS.

FOOD COURT

\$200K-\$275K (US)

INLINE

\$300K-\$375K (US)

FLAGSHIP

\$375K-\$500K (US)

WE ARE LOOKING FOR!

FRANCHISE PARTNERS

- THAT HAVE THE DESIRE TO DEVELOP 5 OR MORE UNITS
- HAVE STRONG OPERATIONAL AND RESTAURANT EXPERIENCE
- GROWTH ORIENTED
- ACCESS TO IDEAL LOCATIONS
- HAVE FRANCHISE DEVELOPMENT EXPERIENCE

PREFERRED CITIES

PHASE 1 FLAGSHIP LAUNCH

TOKYO OR
YOKOHAMA

PHASE 2 MULTI-UNIT EXPANSION

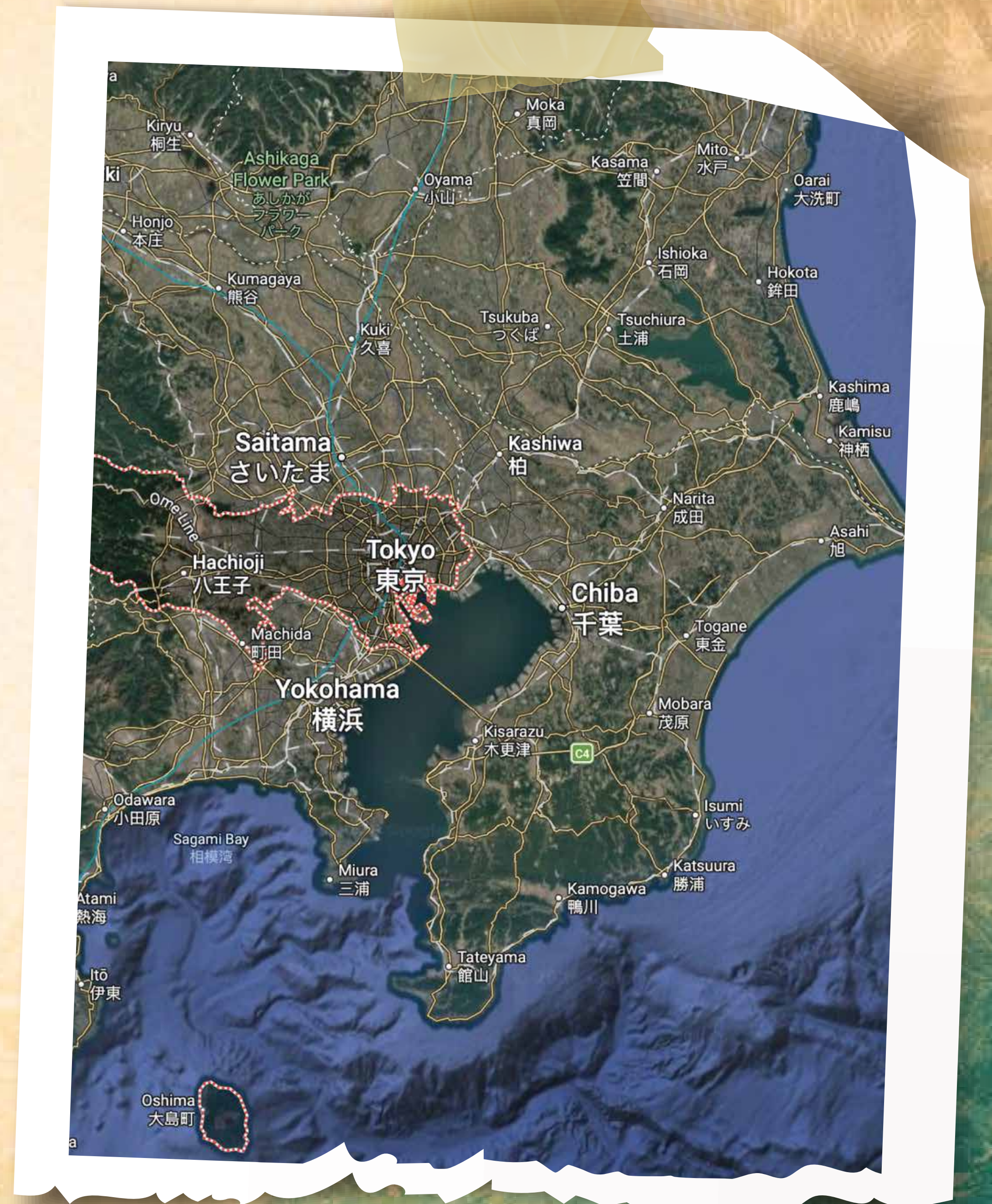
TOKYO &
YOKOHAMA

PHASE 3 NATIONAL EXPANSION

OSAKA/KYOTO
NAGOYA, FUKUOKA
HIROSHIMA, NAGASAKI

SUPPORT PROVIDED

- MANAGEMENT/OWNER TRAINING IN GUAM (REQUIRED)
- TRAINING TEAM PROVIDED AT TIME OF OPENING
- SITE SELECTION GUIDANCE
- STORE DESIGN
- MENU DESIGN



MENU

• FISH TACOS •



Fried or Grilled, served with cabbage, cilantro/jalapeno aioli & pico de gallo.

• MAUI TACOS (2) •



Your choice of meat topped with lettuce, cheese & pico.

• NUI QUESADILLA •



Cheesy tortillas filled with your choice of meat, finished with pico, sour cream & guacamole.

Plates \$15.99

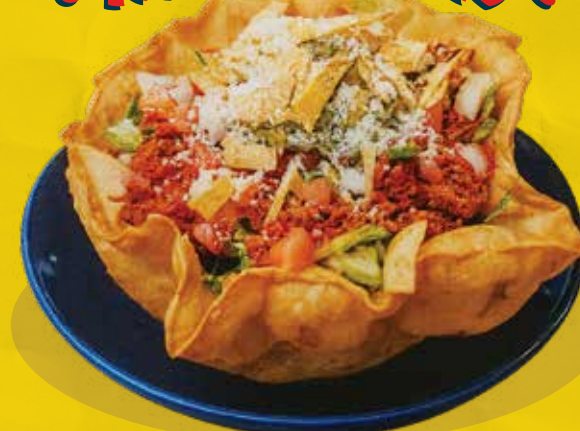
+3.49 Carne Asada | +3.99 Shrimp
+1.99 Hawaiian BBQ Pork

• ENCHILADAS (2) •



Stuffed corn tortillas with meat & cheese, topped with red or green enchilada sauce.

• MANOA CHOPPED TACO SALAD •



Chopped lettuce tossed w/ tomato vinaigrette, pico de gallo, pinto beans, rice, Cotija cheese and topped w/ Guacamole & Mexican croutons.

• BIRRIA PIZZA •



Crispy, cheesy birria pressed pizza-style, sliced for sharing. Served with consomé and chips. \$29.99

• BIG PE'AHU NACHOS •



Thick corn chips with refried beans, cheese, pico, pickled jalapeños, sour cream, guac & Cojita topped with your choice of meat.

• CHICKEN TAQUITOS •



(4)Tinga Shredded chicken rolled in corn tortillas, deep-fried & topped w/ cabbage, guacamole, sour cream, & Cotija cheese.

Burritos/Bowls

PAIA Vegetarian \$15.99
Black beans, rice, grilled peppers & onions, guac, pico de gallo & chipotle aioli.

NAPILI Ground Beef \$15.99
Ground beef, refried beans, rice, cheese, guacamole, sour cream and pico de gallo.

HANA Hawaiian BBQ Pork, or Pork Carnitas \$15.99
Hawaiian BBQ pork, or Pork Carnitas with pinto beans, rice, cheese, cilantro, and onions.

LAHAINA Adobo, Tinga Chicken or Pork Carnitas \$15.99
Adobo chicken, Tinga shredded chicken, or Pork Carnitas, rice, choice of beans, cheese, guacamole & chipotle aioli

HO'OKIPA Fish \$15.99
Grilled marinated fish, black beans, rice, cabbage, cilantro/jalapeno aioli & pico de gallo.

LA PEROUSE Steak \$17.99
Carne asada, pinto beans, rice, guacamole, cheese, and green sauce.

BIG KAHUNA Shrimp \$17.99
Prawns dusted w/ Aztec spices & grilled, black beans, rice, cabbage, mango salsa, chipotle aioli & Cotija cheese.

CHIMICHANGA STYLE
Deep fried and topped with guacamole and sour cream +2.99

WET BURRITO STYLE
Smothered in green or red enchilada sauce and cheese +2.99

QUESO STYLE
Rolled in melted cheese, get ready for a cheese pull! +3.99

Bowls are served in a edible bowl.



MENU

Street Tacos

CHOOSE ANY 3 TYPES OF MEAT \$12.99
 + 4.49 Rice & Beans
 Tinga Shredded Chicken | Pork Carnitas
 Adobo Chicken | Carne Asada \$1.49/taco



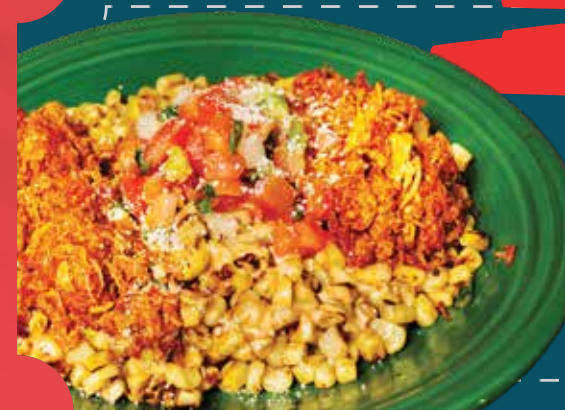
Taquitos in a cup!

Cabbage, guacamole, sour cream, and Cotija cheese. \$8.99



Elote \$7.99

3.49 Carne Asada
 3.99 Birria/Carnitas/Tinga Shredded Chicken/
 Hawaiian Pork BBQ
 3.99 Shrimp



GRILLED FISH TACO



Marinated grilled fish, cabbage, cilantro/
 jalapeno aioli & pico de gallo
 (1) \$7.99 | (2) \$10.99 | (3) \$12.99

WIKI WIKI SHRIMP



Prawns dusted w/ Aztec spices & grilled, served w/
 cabbage, mango salsa, chipotle aioli & Cotija cheese.
 (1) \$9.99 | (2) \$11.99 | (3) \$13.49

QUESABIRRIA TACOS



Grilled tortillas stuffed with cheese and "BEEF BIRRIA"
 served with consommé for dipping w/ chopped cilantro,
 chopped onions and lime wedges.
 (3) \$17.99

MAUI TACO



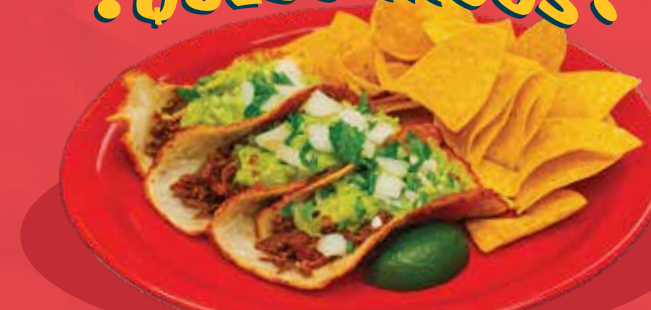
Your choice of Tinga shredded chicken, adobo chicken,
 Hawaiian BBQ pork, pork carnitas or ground beef.
 Garnished with lettuce & Pico De Gallo.
 (1) \$7.99 | (2) \$10.99 | (3) \$12.99

CRISPY TACOS



Crispy Taco shells stuffed with your choice of meat.
 (1) \$7.99 | (2) \$10.99 | (3) \$12.99

QUESO TACOS



Fried cheese taco shell, with your choice of tinga
 shredded chicken, adobo chicken, Hawaiian BBQ pork,
 pork carnitas, or ground beef. Garnished with
 chopped onions, cilantro & guacamole. \$13.99

MENU



KALUA PIG TACOS \$13.99
Slow roasted pork, onions, cilantro & cilantro/jalapeno aioli. Served with Hawaiian Mac Salad.

KALUA PIG NACHOS \$14.99
Thick cut corn chips, slow roasted Kalua pork, refried beans, melted cheese, pico de gallo, Jalapeño pickled vegetables, sour cream, guacamole & Cojita cheese.

KALUA PIG PLATE \$14.99
Slow roasted pork, onions, cilantro & cilantro/jalapeno aioli. Served with white rice & Hawaiian Mac Salad.

LOGO MOCO \$16.99
Maui Taco's Loco Moco Beef Patty, house made gravy, fried egg, white rice & Hawaiian Mac Salad.

LOGO MOCO BURRITO \$16.99
Maui Taco's Loco Moco Beef Patty, white rice & Hawaiian Mac Salad rolled into a burrito. Topped with two fried eggs and house made gravy.

HAWAIIAN MAC SALAD \$4.99

NEW
Gres Leches \$6.99



Tostadas

Three crispy corn tortillas, guacamole, choice of tinga shredded chicken, pork carnitas, Hawaiian bbq pork. \$12.99
+\$1.49 Carne Asada (per tostada).
+\$4.49 Rice & Beans.



LOGO MOCO BURRITO \$16.99

Maui Taco's Loco Moco Beef Patty, white rice & Hawaiian Mac Salad rolled into a burrito. Topped with two fried eggs and house made gravy.



California Corner

MAUI FRIES \$14.99
Your choice of tinga shredded chicken, Hawaiian BBQ pork, or pork carnitas. Garnished with cheese, chipotle aioli, Cojita Cheese & guacamole.
+\$3.49 Carne Asada | +\$3.99 Birria
+\$2.99 Double Meat



CALI BURRITO \$14.99
Your choice of tinga shredded chicken, adobo chicken, Hawaiian BBQ pork, or pork carnitas.
+\$3.49 Carne Asada | +\$3.99 Birria
+\$2.99 Double Meat



CALI QUESADILLA \$14.99
Your choice of tinga shredded chicken, adobo chicken, Hawaiian BBQ pork, or pork carnitas. Garnished with chipotle aioli, Cojita Cheese & guacamole.
+\$3.49 Carne Asada | +\$3.99 Birria
+\$2.99 Double Meat



SPICY CHEESEBURGER BURRITO \$14.99
Ground beef, Mexican Rice, spicy nacho cheese, sour cream, Frito's, cotija cheese and pico de gallo.
+\$3.49 Carne Asada
+\$2.99 Double Meat



SOCIALS



Note...



mauitacos.gu

Maui Tacos Guam

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Mexican flavors with a touch of ALOHA 🌺

- Original Maui-Mex since 1993
- Located at The Village of Donki
- SUN-THU 10:30AM-9PM
- FRI-SAT 10:30-10PM

Maui Tacos

4.2 ★★★★★ 118 Google reviews

\$10-20 · Mexican restaurant

