



CANTINA ACAPULCO · FRANCHISE DOCUMENTS

Brand Standards Summary

What's Standardised · What's Yours

CONFIDENTIAL

Version 1.0 · 2026-05-16

The Philosophy

Cantina Acapulco is **system + soul**. The system is standardised — that's why it scales. The soul is yours — that's why each venue feels like its coast.

Below is the line between what we lock in (national consistency, brand recognition, quality) and what you shape (local character, community feel, personal touch).

STANDARDISED — Non-Negotiable

BRAND IDENTITY

- Logo, mermaid mark, typography, brand colours
- Naming convention (your venue is "Cantina Acapulco [Location]" — e.g. "Cantina Acapulco Byron Bay")
- Signage system (fabrication suppliers approved by franchisor)
- Uniform design and supplier
- Print collateral templates (menus, business cards, gift cards)

MENU — CORE

- **The signature 12** — non-removable dishes that define the brand:
 1. Tuna Tostada
 2. Aguachile Verde
 3. Pellizcadas
 4. Pollo al Carbón
 5. Pescado Zarandeado
 6. Tacos al Pastor



7. Tacos de Camarón
8. Ceviche Acapulco
9. Sopa de Mariscos
10. Elote en Vasitos
11. Tres Leches
12. Margarita La Sirena

- Recipes are bound by the playbook — substitutions not permitted without written approval
- Plating, presentation, and portion size standardised
- Mezcal/tequila programming: minimum 24 SKUs across agreed houses

RECIPES & INGREDIENTS

- Recipe playbook is the binding document — full ~120 recipes covering signature, seasonal, and rotating dishes
- Approved supplier list for key ingredients (proteins, masa, agave spirits)
- Spice blends — proprietary, supplied by franchisor or licensed local processor

SERVICE STANDARDS

- Greeting script (English + Spanish optional welcome)
- Service flow timing benchmarks (drinks within 4 min, entrée within 12 min, etc.)
- Tableware specifications
- Music playlist guidelines (national curated lists, rotating)

DIGITAL

- Website location page (managed by franchisor)
- CRM system (centralised)
- Email system (centralised)
- Review aggregation system (centralised)
- POS recipe-cost mapping (centralised playbook)

YOURS — Local Latitude

MENU — LOCAL ADDITIONS

- **Up to 8 venue-specific dishes** (with franchisor approval)
- Showcase local produce, fish, regional Mexican variations



- Seasonal feature menu — quarterly, your call within the brand voice

BEVERAGE

- Local craft beers (up to 6 SKUs of your choice)
- Wine list — broad latitude (within agreed price points)
- Non-alcoholic / agua fresca local fruit variations

ATMOSPHERE

- Music (within national playlist guidelines)
- Local art on walls — encouraged
- Outdoor space treatment (within palapa/coastal brand language)
- Lighting fixtures (from approved palette)

HOURS OF OPERATION

- Set by you, subject to minimum trading hours (lunch + dinner, 5 days minimum)

PRICING

- Your call, within brand guidelines (avg ticket target: \$55–\$70 per cover)

MARKETING — LOCAL

- Community partnerships (sports clubs, local festivals, charities)
- Local influencer relationships
- Neighbourhood events (Día de los Muertos street party, summer pop-ups, etc.)
- Local press
- Your social account handles (e.g. @cantina_acapulco_byron)

HIRING

- All hiring decisions are yours
- Head chef must complete franchisor training before opening
- GM/operator must complete franchisor training before opening

QUALITY CONTROL

AUDITS

- **Mystery diner visits** — 2 per year minimum, paid by franchisor, scored against rubric



- **Operational audits** — 1 per year, on-site, scored across kitchen, service, brand standards
- **Financial audit** — annual, see *Royalty & Fee Schedule*

BRAND STANDARDS SCORE

Each audit produces a **Brand Standards Score (0–100)**. Minimum acceptable: **85**.

Below 85 triggers:

- 30-day cure period
- Mandatory franchisor support visit
- Re-audit at franchisee cost if second audit also <85

Below 70 for two consecutive audits is a material breach under the Franchise Agreement.

EVOLUTION

The brand is alive. Standards evolve. When they do:

- **Notice:** 90 days minimum before any standard becomes mandatory
- **Consultation:** Major changes (menu signature swap, brand refresh) require Franchisee Advisory Council input
- **Cost-bearing:** Refits required by a brand evolution are 50/50 split between franchisor and franchisee, capped at \$25K franchisee contribution per 5-year period

THE SHORT VERSION



WHAT	STANDARDISED	YOURS
Brand identity	✓	
Signature 12 menu	✓	
Recipe playbook	✓	
Service flow	✓	
Digital infrastructure	✓	
Music selection	partial	partial
Local dishes (up to 8)		✓
Local beverage		✓
Hours, pricing		✓
Community marketing		✓
Hiring		✓
Outdoor vibes	guided	shaped

This summary is non-binding and provided to assist franchise evaluation. The full Brand Standards Manual is delivered post-signing. Specific standards may change with notice as outlined above.