



CANTINA ACAPULCO · FRANCHISE DOCUMENTS

Franchise Prospectus

Bring Cantina to Your Coast

CONFIDENTIAL

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The Cantina Acapulco Franchise

"Beachside Mexican. Palapas, mezcal, the mermaid, the menu — and a working digital business that comes with it."

The Opportunity

Cantina Acapulco is a coastal Mexican concept born in Manly, Sydney. We are now opening to coastal partners across Australia.

We are not selling a restaurant license. We are selling a turn-key operation — kitchen system, brand, recipes, training, **and a complete digital infrastructure already producing leads, revenue, and recurring subscriptions.**

Why Cantina Works

Proven. 9.47/10 First Table rating. 1.5K+ Manly regulars. Cult Instagram following. A flagship review base most franchises spend years building.

Distinct. No one else in Australia is doing palapa-style beachside Mexican with the depth of mezcal & tequila programming we run. The mermaid is recognised.

Resilient. Our digital revenue streams (cookbook, recipe subscriptions, La Sirena Club, experiences) keep producing even when a venue is between seasons. Franchisees inherit that resilience.

Coast-shaped. The concept fits dozens of Australian coastal markets — Byron, Mooloolaba, Noosa, Apollo Bay, Margaret River, Esperance. Each market is underserved.



What We Provide

- Full recipe playbook from the Cantina kitchen
- 2-week on-site training for your head chef + 1-week ops training for your GM
- Brand toolkit — logo, typography, signage, menus, uniforms, packaging
- Construction & fit-out blueprints (palapa, bar, kitchen flow)
- Marketing launch playbook + 90-day content calendar
- Mezcal & tequila supply partnerships (preferred pricing)
- Ongoing mentorship from the Cantina founding team — monthly calls
- **The entire digital infrastructure** (see separate doc: *Digital Infrastructure Inclusion*)

Who We're Looking For

- Coastal town or beachside city pocket
- Hospitality experience — operator, chef, or seasoned investor
- Site ready to fit out (or a clear lead on one)
- Min. liquid capital \$250K, net worth \$750K
- Australian residency or partnership with same
- You actually love Mexican food. **Not negotiable.**

The Ask

ITEM	RANGE
Initial franchise fee	\$55,000 (one-time)
Total initial investment	\$450K – \$725K
Ongoing royalty	5% of gross revenue
Marketing levy	2% of gross revenue
Term	7 years, renewable
Exclusive territory	3–15km radius, negotiated per site

See the *Investment Breakdown* and *5-Year Pro Forma* documents for detail.



The Process

1. **Express interest** — short form on the website.
2. **Discovery call** — 30 min Zoom with the founding team.
3. **NDA + financial review** — gated documents unlock.
4. **Qualified applicant pack** — long-form application.
5. **Site visit + in-person meeting** — mutual fit confirmed.
6. **Disclosure + signing** — formal disclosure under the Franchising Code of Conduct. Agreement signed. Build begins.

Typical timeline from first contact to signing: 60–90 days. From signing to opening: 4–7 months.

Next Step

Submit your Expression of Interest at cantinaacapulco.com/franchise.

We review every application personally. We are choosing partners as carefully as you are choosing a system.

This document is provided for informational purposes only and does not constitute an offer to sell or solicit the sale of a franchise. Franchises will be offered only by means of a Disclosure Document delivered in compliance with the Australian Franchising Code of Conduct.