

READY TO ROLL  
WITH THE  
**BROS?**

**DOSBROS**

GRILL

**DOSBROS**

FRESH MEXICAN

**FRANCHISE OPPORTUNITY**



# TABLE OF CONTENTS

## DEAR FRIEND,

If you're reading this, you're either a savvy investor that's looking for a great opportunity or an asset manager that is ready to put a winning concept at one of your locations. But since so many franchisors lead with incorrect or incomplete information about their concept, it is hard to choose which one is best for you.

When we opened our first Dos Bros Fresh Mexican Grill store, we made a two-fold promise to our customers -- to only use the freshest ingredients available all the time and to be an active participant in what matters most to our customers - their health and their community. And we've kept that promise while profitably scaling to 10+ units.

Don't take on the risk of working with a brand that is not poised for real growth in a constantly changing economy. That's why we personally invite you to participate in a brand that believes in the quality of its units - not the quantity.

Just read through this prospectus and decide for yourself whether you're ready to be a part of something. We're looking for partners to grow and succeed with us. Are you ready to become a Bro?

Sincerely,

*Kush Shah Milan Patel*

Kush Shah & Milan Patel - Dos Bros Founders





**01**

p. 4-5

## **WHY FAST CASUAL? WHY TEX-MEX?**

Why a Fast-Casual Tex-Mex Restaurant Makes Sense.

**03**

p. 8-9

## **HISTORY**

How the Bros came to be.

**02**

p. 6-7

## **THE DOS BROS STORY**

A fresh Mexican grill concept that's easy on the stomach and the wallet.

**04**

p. 10-11

## **THE OPPORTUNITY**

What makes Dos Bros a franchisee favorite.



# 01 WHY FAST CASUAL? WHY TEX-MEX?

Greasy burgers and fries are a thing of the past.

Today's discerning consumer wants a quick and healthy food option with tastes they won't tire from at prices they can afford. The Dos Bros Fresh Mexican Grill concept has successfully married made-from-scratch Tex-Mex recipes with fresh ingredients in vibrant stores that emphasize both comfort and convenience.

It's a fact - Americans love Mexican food! Unlike other restaurant start-ups, we've built our menu based on what we know our consumers like — not what we think they should like. From a burrito bowl containing succulent grilled chicken or spicy tofu to delicious quesadillas filled with juicy certified angus beef steak and freshly made queso – customers love that they can count on us for fresh and flavorful Mexican food always made-from-scratch with fresh, high quality ingredients.

In addition to loving Mexican fare, Americans are more eager than ever to improve their nutrition game and get in better shape. Their desires drive a rapidly growing need for healthy options in the dining industry. Some estimates value the healthy food business at around \$1 trillion! In this regard, Dos Bros is part of a larger market with tremendous upside potential.



**"Fast-casual chains in Technomic's Top 500 Chain Restaurant Report generated \$42.2 billion in total U.S. sales in 2018, up 8% from the year before - a percentage that easily bested any other industry sector's growth in 2018. Of the 500 chains' additional 1,569 restaurants in 2018, the fast-casual sector alone added more than 1,200 locations - or 4 of 5 new locations."**



# WE STAND APART.

We've gone out of our way to stand apart from a segment that continues to depend on deep frying processed ingredients. We stand alone from the competition as a Mexican fast casual franchise opportunity that prioritizes healthy eating.




**MEATS**  
WITH  
**—NO—**  
ADDITIONAL HORMONES ADDED

**WHOLE**  
**BEANS**  
SOAKED &  
COOKED IN STORE  
► **DAILY** ◀

CHIPS ARE COOKED IN  
**NON-GMO**  
**SUNFLOWER**  
**OIL**  
FINISHED WITH KOSHER SALT AND LIME JUICE  
AND HAVE NO ADDED COLORS

  
**SALSA**  
MADE FROM SCRATCH  
**EVERY**  
**DAY**

PEPPERS  
 **FIRE**  
**ROASTED**  
ON-SITE

  
**CHEESE**  
**SHREDDED**  
OFF THE  
**BLOCK**

**GUAC**  
MADE FROM  
 **100%**  
**HAAS**  
AVOCADOS

**— FOOD —**  
**COOKED IN**  
RICE BRAN  
**OIL** 

We don't just offer an opportunity to break into the Tex-Mex fast casual industry, we offer a way to capitalize on the healthy eating and living trends that serve multiple demographics.



02

# WHY A DOS BROS FRANCHISE?

Amazing, fresh Tex-Mex dishes made with the finest ingredients.

Our process works. Our track record is best in class. We're one of the fastest growing restaurant chains in the Southeast. Most importantly, people love our food! 10 units strong, 3 under construction, 20+ in the franchise pipeline, and much room to grow!

When a consumer can see their food being made properly, that visibility is a good indicator of freshness. All our locations are open environments with clear visibility to the grill and prep stations.

We've developed a strong reputation as a great restaurant to visit for great food at a great price without the wait. When you franchise with us, we'll teach you the tips and tricks we've learned over the years, as well as the ins and outs of our well-established business model. With our help, you'll have the tools you need to maximize on these industry trends while running your franchise.

**NO SOUPS.**  
**NO SANDWICHES.**  
**NO FRIES.**





# 03 HISTORY THE BROS

Kush's extensive experience in restaurants partnered with Milan's strong business acumen empowered the Bros to design a meal experience for their guests and Dos Bros was born! The first store opened in July 2015 in Cleveland, TN, and since then, the Bros have been able to expand into multiple cities across the region.

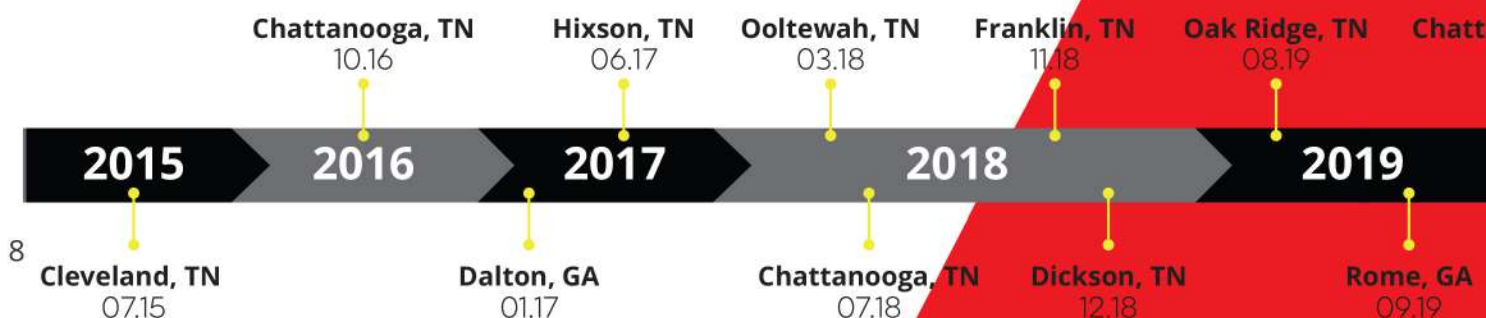
Despite what location we're in, our promise to our customers remains the same. The Bros are committed to living out the values that laid the foundation of Dos Bros all those years ago—

We'll only use classic cooking techniques to prepare our recipes made with the freshest ingredients available.

We'll continue to work for a better tomorrow by protecting our planet and by serving the communities in which live and work. #theBrosCare

Our customers are the reason why the Bros continue to grow and get better every day. And so the Bros will continue to strive to make sure they're happy to walk into any of our locations and are absolutely satisfied when they walk out.

## #EveryonesABro







## DosBros

Fresh Mexican Grill

"From our first location to our second, it took almost one and a half years," says DosBros cofounder Kush Shah. "I had people lined out the door from the first month that we opened to franchise us out, but we took our time."

(L) Milan Patel, (R) Kush Shah



**Research of successful brands is what drives Kush Shah and Milan Patel. The business partners didn't launch DosBros Fresh Mexican Grill in Chattanooga until they'd done considerable homework on similar restaurant concepts they saw thrive and expand.**

If they could offer burritos with fresh ingredients for \$10 with a drink, they realized, they'd see success. "We didn't really need to reinvent the wheel," cofounder Kush Shah says. "We just had to come up with something that consumers were already comfortable with."

The first DosBros location opened in Cleveland in 2015. "Opening our first loca-

tion was intense. We leveraged everything we had and then some," says cofounder Milan Patel. "The city of Cleveland really supported us from day one. Without them there would be no DosBros."

Today, the "bros" own six locations (with operating partners on-site) and have franchised two locations in the Nashville area. "The process has definitely gotten smoother over time," says Patel. "It's like anything else in life - the more you do it, the better you get at it."

With a long history in the food and beverage industry, Shah says looking for real estate to open a new DosBros means looking for good neighbors. "We look for brands like Chick-fil-A and Starbucks. We look for Jimmy Johns, Panda Express, and Panera Bread. We share the same demographic," he says. "If they

are there, I know it is a prime market for us."

The pair was also intentional in developing the DosBros branding. "Red is a color that excites the brain," Shah explains. Just look to Coca-Cola and McDonald's for proof. The font for the logo was chosen with visibility as a top priority.

The decision to franchise DosBros came once Shah and Patel had opened four locations on their own. "Kush and I knew exactly what we wanted and how we could make it happen," Patel explains, hinting the company will be adding 10 franchises in North Carolina, Georgia, and Alabama this year. Shah adds, "In order to sustain your quality, in order to sustain your service, you need to find a local partner who has a stake, who understands what we need as a company. Franchising for us is definitely the future." **CS**

32 | CityScopeMag.com

Chattanooga, TN  
11.19

East Ridge, TN  
01.21

Chicago, IL  
07.21

2020

2021

Gallatin, TN  
05.20

Knoxville, TN  
02.21

## COMING SOON

Hendersonville, TN  
Raleigh, NC  
Sandy Springs, GA  
Tuscaloosa, AL

# 04

# THE OPPORTUNITY BECOME A BRO

When considering franchise opportunities, it's vital that you look at not only the model but what you get from the Franchisor. Our unique business model, comprehensive training, and extensive marketing support make us a franchisee favorite. If you're looking to break into the Mexican food business, Dos Bros is the Franchisor you've been looking for to help you establish your new restaurant business.



## REPUTATION AND BRAND - MARKET APPEAL AND RELEVANCE

Our reputation for freshness, trend-setting quality focus, and community sets us apart. Our customers have come to expect the best from us, and our menu will delight diners for years to come. When you open a Dos Bros Fresh Mexican Grill restaurant of your own, consumers will recognize you from the brand's digital and social presence and successful growth. Rather than spending years introducing yourself and your company to your community, you can take advantage of our years of hard work by operating under our brand name.







## A TRUE PARTNERSHIP AND SUPPORT SYSTEM

Many potential franchisees shy away from restaurant investments because they're worried they won't have the background, knowledge, or expertise to run their own restaurant. When you opt to partner with Dos Bros, you can enjoy the benefits of entrepreneurship with the security that goes along with partnering with experts. We want our franchisees to succeed, which is why we've developed comprehensive training and support programs to help them as they grow their businesses. We'll show you the most efficient ways to operate your restaurant, teach you the secrets of preparing our beloved menu, help you learn to manage bookkeeping, and more! We even collaborate with every franchisor to build content for digital marketing campaigns that impact the bottom line.

The expertise and guidance you'll receive is one reason our franchise opportunity can't be overlooked.

## BENEFITS OF SCALABLE GROWTH AND NETWORK

Dos Bros has established a number of important strategic partnerships in the industry. This is great news for our franchisees: by operating under our brand name and utilizing these partnerships, franchisees can look forward to getting top-quality inventory at a great price! Volume buying enables us to secure lower prices negotiating discounts and services from national vendors. With buying power like this, Dos Bros franchisees have a distinct advantage over the competition.

These are just a few of the reasons that the Dos Bros concept stands out from other Tex-Mex Fast Casual Restaurant franchise opportunities.







ONCE A BRO,  
ALWAYS A  
**BRO**

READY TO BEGIN? APPLY HERE.

**DOSBROS**  
FRESH MEXICAN GRILL