

# WHY DIVERSIFYING WITH QDOBA MAKES GOOD BUSINESS SENSE

QDOBA is one of the fastest growing Mexican restaurants in fast casual dining. With over 750 locations throughout the US and growing at exponential rates, the efficiencies in building, owning, and operating our stores has been fine-tuned and met with great success.

The franchise space has become very competitive. Diversifying with a fast-casual Mexican food concept like QDOBA is the perfect opportunity to get ahead of the game.

## WHY QDOBA

- A LEADER IN THE FAST-CASUAL MEXICAN RESTAURANT CATEGORY
- PROVEN PERFORMANCE WITHIN EXISTING MARKETS AND FRANCHISEES
- STRONG CATERING AND OFF-PREMISE BUSINESS
- BROAD APPEAL: MULTIPLE DEMOGRAPHICS, OCCASIONS, AND DAYPARTS

Qdoba is also beginning to spend more energy on analytics and communicating those to the franchisees. A continued focus on food costs and profitability will also lend itself to success. Finally, continuing to invest in technology is absolutely imperative and Qdoba understands that.

Discover QDOBA and learn more about the franchise opportunity at [qdobafranchise.com](http://qdobafranchise.com).



## A BURGER KING FRANCHISEE FINDS SUCCESS WITH QDOBA

There are similarities and differences, but some core practices never change.

Five years ago, Matt Herridge saw diversification as the right franchise play. His Charton Management, Inc. had grown its holdings to 24 Burger Kings. But Herridge, whose family spent three decades in the business, wanted to dip into the fast-casual sphere.

The company sold 15 Burger Kings and linked up with Qdoba in the Midwest. Growing a fast casual alongside a fast-food giant... »read more

Contact us to learn more about franchising with QDOBA

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