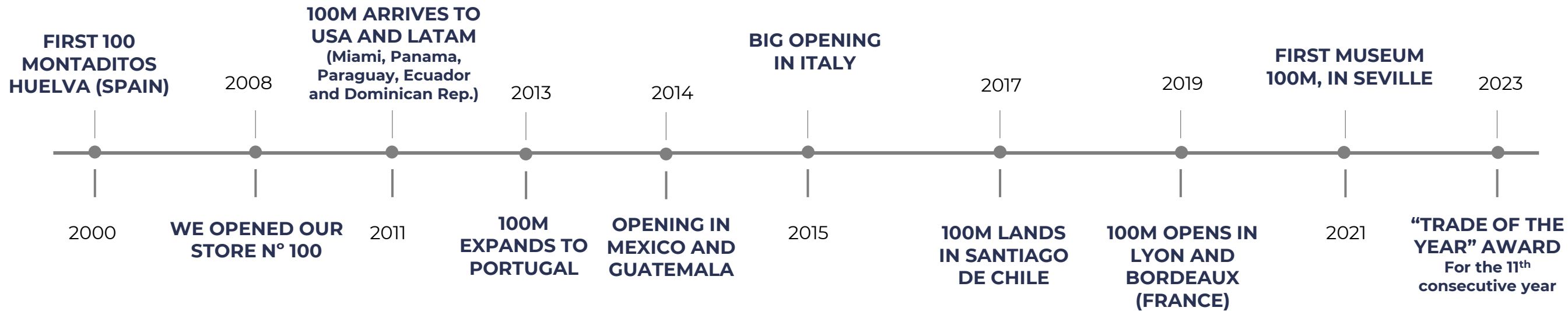


# RES+ALIA<sup>®</sup> HOLDING

# Our history



# Our individual Character

- Same Founder and Chairman
- 100% owner
- No Investment Funds
- Flexibility in making decisions



Jose María  
Capitán

# Restalia In numbers

We are the leading Spanish food service company with 5 brands that have revolutionized the sector with a flexible franchise model and an innovative business model.

**+22**

YEARS

**12**

COUNTRIES

**5**

BRANDS

**+700**

STORES

**+1.800**

SELLING POINTS

**+380€ MM**

Sales per year

**+60,7 MM**

Customers per year

**+8 MM**

Montaditos sold per month



**We have a unique philosophy which we  
apply to our 5 brands:**

We **create** our own brands to **democratize high quality**  
food, drinking in **glass** and being **relevant** for the  
younger generations



## OUR CONCEPT SUCCESS

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The gastronomy and leisu-re combination make the 100 Montaditos franchise the most successful one in the market. Its patented freshly baked bread, the variety of the menu, the casual atmosphere and the low prices make the brand a unique project.

It has more than 400 business units in Spain, and we are also present outside our borders, in countries like Italy, Portugal, France, United States, Mexico, Guatemala, Colombia, Republic Domi-nican, Panama or Chile.



## WHY ARE WE SPECIAL?

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The Spanish south gastro-nomy is its hallmark and our culture referential point.

La Sureña is about sharing a bucket full of cold beer bottles with friends, enjo-ying a meal, or simply letting time go by while trying our premium quality ham.



## WE ARE THE GOOD BURGER

---

Quality hamburgers made with 100% beef and our exclusive formula bread, which provides an unsur-passed flavor.

The burger is made and rightly cooked when orde-red, so it can be enjoyed by the most exigent customers.

Its flavor is capable of tres-pas-sing borders and of creating a generation of truly TGB lovers. Something to feel proud of!



## WHERE THE RELENTLESS STOP

---

The gastronomic offer of Panther Organic Coffee strongly breaks into the market of organized hostelry.

Its strength lies in satisf-ying with its product range the needs of the current urban lifestyles. One can find unique Sandwiches, Smoothies, natural juices which are made at the moment and always good coffee in a very inspiring and urban environment.



## MADE FOR THE COLD BEER LOVERS.

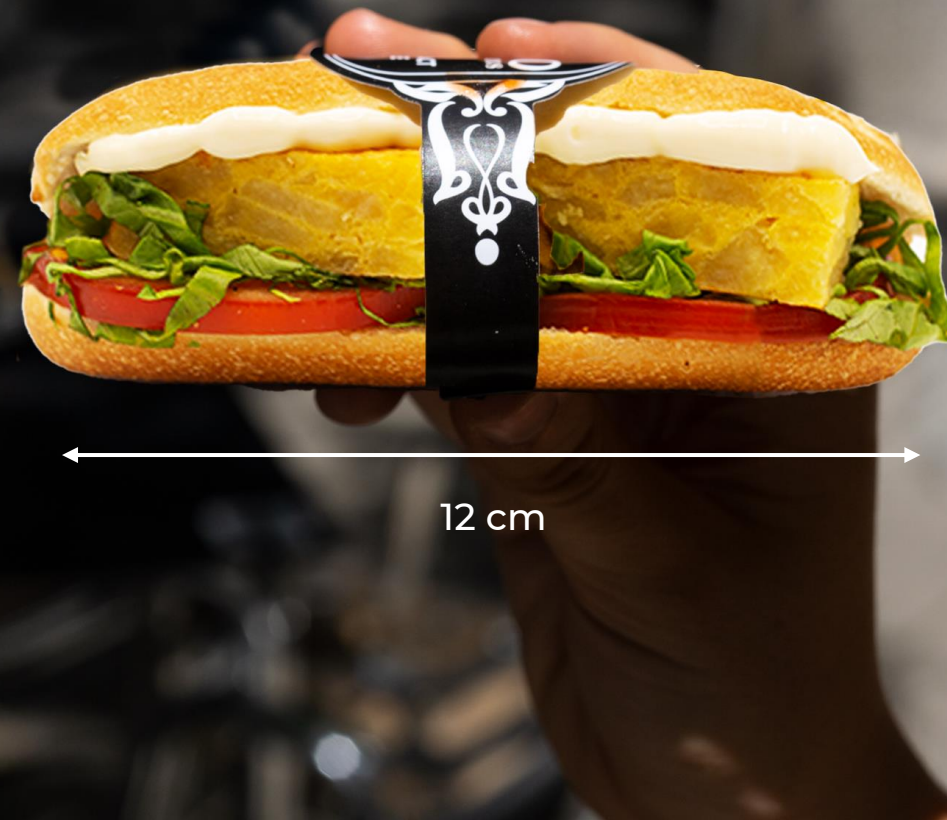
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Pepe Taco is one of the newest bets of Grupo Restalia. A place where burritos, tacos and quesadillas lovers can enjoy a tasty, fun and quality gastronomic experience in a smart cost format.

Our most roaming audien-ce will find their perfect taco and will be able to enjoy other diffe-rent varie-ties of Mexican plates, like burritos and quesadillas.

100  
MONTADITOS®  
/ SEVILLA-TAPAS /

In Spain we don't say "mini sándwiches",  
we say "Montaditos" and i think that's beautiful.



# 100 Reasons to come back

100 different flavors





# THE CONCEPT THAT MAKES US UNIQUE

**Quality** and **originality** are the trademark of the house. One of the keys to the success of the menu is the **patented** recipe bread, which is also baked at the time the customer places the order





**100 Montaditos** represents the **values of the authentic spanish culture:** Drink beer while having something to eat.

**The size of our montaditos** makes them perfect for the ocasión (about 12cm), if you prefer to share with friends, our fries or palomitas are a perfect match.



12 cm







## SPACE

A perfect atmosphere for everyone.

It has never been so fun to toast among friends with cold beers and some tapas. A breezy experience without compromising quality.



# 100 MONTADITOS®

/ CERVECERÍA /

**LOCATION (Standard)**  
from 120m<sup>2</sup> + terrace

**ROYALTY**  
7%

**ENTRANCE FEE**  
39.000 € + IVA









RECÓGEL TUS  
MONTADITOS

100  
MONTADITOS  
/ BLACK EDITION /

CROISSANT  
2,00€  
BOLLERÍA  
2,25€  
MOLLETE

GERVEZAS

VINOS

REFRESCOS

100



CINEMAS 12

PIZZA PASTA BURRITOS

POMODORO

100 MONTADITOS®  
/ CERVECERÍA /





100  
MONTADITOS







100  
MONTADITOS  
CONTACT  
FREE

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# Why 100 Montaditos?







100 MONTADITOS®

## HIGHLIGHTS

- Acyclical business model
- Focus on massive population
  - Younger generations
  - Family
  - Friend groups
  - Students
- Linear products sales (Breakfast, Lunch, Afterwork, Dinners...)
- Smart Cost Products
- Consumption Mode: **BEER** and **SPANISH TAPAS**
- Wide variety menu, no full restaurant service and easy operations.
- Simple and dynamic format



**100 MONTADITOS®**

## THE “TAPAS” AS A BRAND AMBASSADOR

- Spain is the second most visited tourist country in the world (82 million tourists).
- Spain, country with the most Erasmus students.
- Seville, world capital of TAPAS.
- Spanish gastronomy, and in particular Sevillian gastronomy, is appreciated and valued all over the world and is one of the hallmarks of our culture.
- Beer, the best complement for a TAPA.
- 100 Montaditos “Sevilla – Tapas”, main sign of identity and reference of our gastronomy in the rest of the world.

 **Heineken®**

**Cruzcampo®**

# One brand, two divisions





# 100m Black

## MENU

- 100 montaditos
- Appetizers
- Salads
- Drinks

## STORE

- Black walls
- Black stool and white table
- Ceramic logo
- Wall framed photos

**100**  
MONTADITOS®  
/ SEVILLA /









# 100m Blue

## MENU

- 100 montaditos
- Appetizers
- Salads
- Drinks
- +
  - Tapas

## STORE

- Blue walls
- White stool and table
- Ceramic logo
- Wall framed photos

**100**  
MONTADITOS®  
/ SEVILLA-TAPAS /







# TAPAS



# Unique decoration







Photo mural (Triana bridge, Seville)



Framed photos of traditional Andalusian people, places or events.



Our unique table and stools that remind us of the traditional Spanish bar



Framed ceramic logo

# Type of stores





# STANDARD

From 120m<sup>2</sup> +terrace





# STANDS

+60m<sup>2</sup>







# KIOSKS

+40m<sup>2</sup>

# AWARDS



Award  
"Franchisor of the Year"



"Premio al mejor concepto de franquicia en Restauración" 2006. "Premio a la franquicia de mayor desarrollo".



Finalista en los MAPIC Awards en la categoría "Best Retail Global Expansion" en los años 2014 y 2015.



Elegida en 2018 mejor Franquicia del Año en la categoría Tapas y Cervecerías.



Galardonada durante 10 años consecutivos (2012-2021) como Comercio del Año. España en la categoría de 'Tapas Bar'.



Premio nacional de Marketing categoría internacionalización




Tercero año consecutivo en el ranking 'Top 100 Global Franchises', como la mejor franquicia española de restauración a nivel mundial.



100 Montaditos elegida como la "Cervecería del Año" 2015 y 2016 por los consumidores.



Franchise Direct  
Global Award 2015.



Avda. Europa, 19. Ed.2. C.P. 28224 Pozuelo de Alarcón (Madrid).  
**gruporestalia.com**

