



HOLA AMIGO!



CONCEPT DECK



THE CAFE RIO STORY

- Fast casual Mexican restaurant based in Salt Lake City, Utah
- First restaurant opened in 1997 in southern Utah
 - Founder expanded to 6 restaurants by December 2004
- Purchased by private equity partner Karp Reilly in 2004
- Today we are operating 71 restaurants in 11 states, including the Salt Lake International Airport.

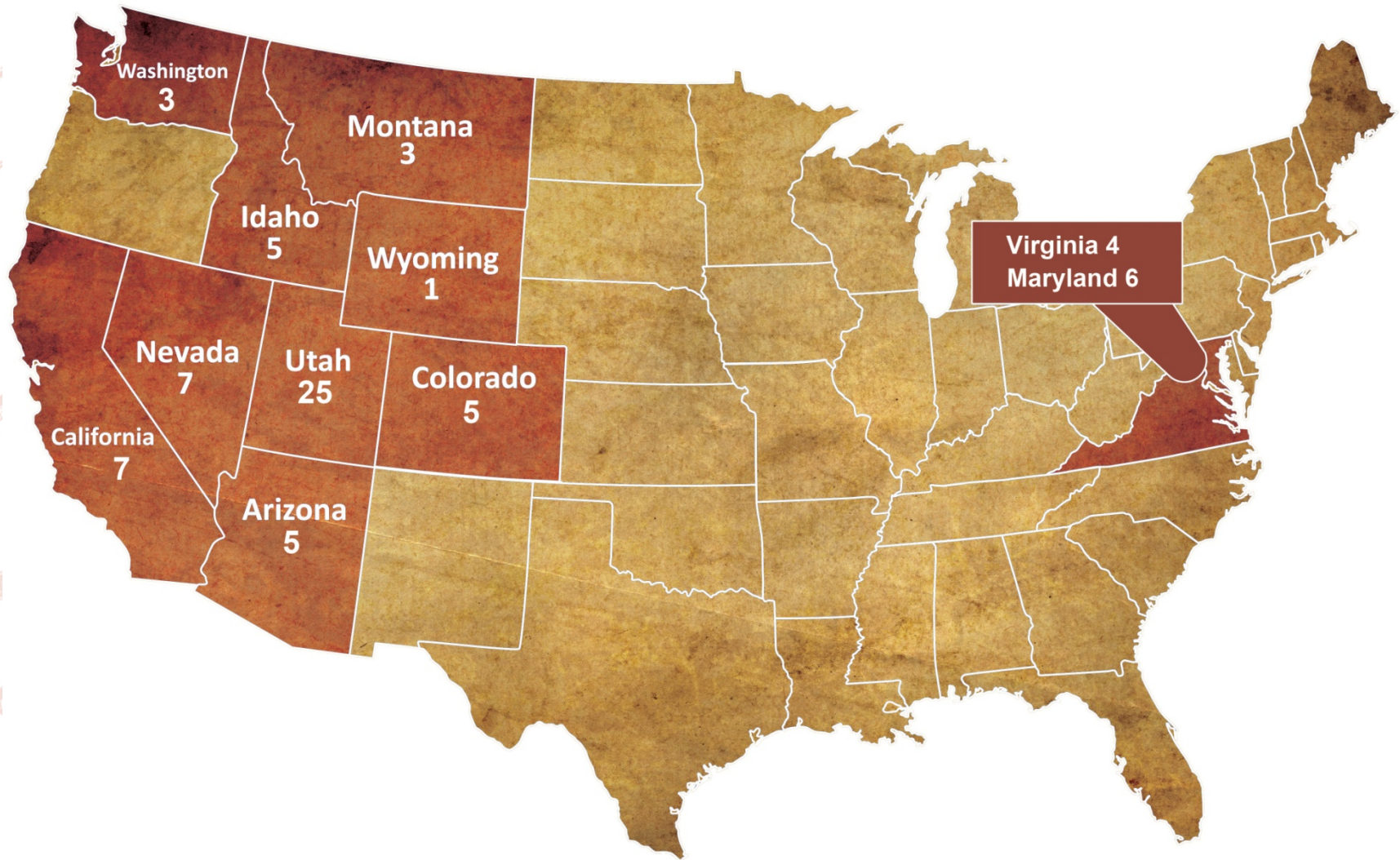
C.R.A.F.T. INSTITUTE



- State-of-the-art Culinary Training Facility opened in April 2013.
- Multimillion-dollar investment aimed at building restaurant leaders, sharpening cooking skills and fine-tuning the art and sciences that defines Cafe Rio.
- Training/Certification programs focus on customer service, food specifications, produce selection, cooking techniques, recipe knowledge and food safety.



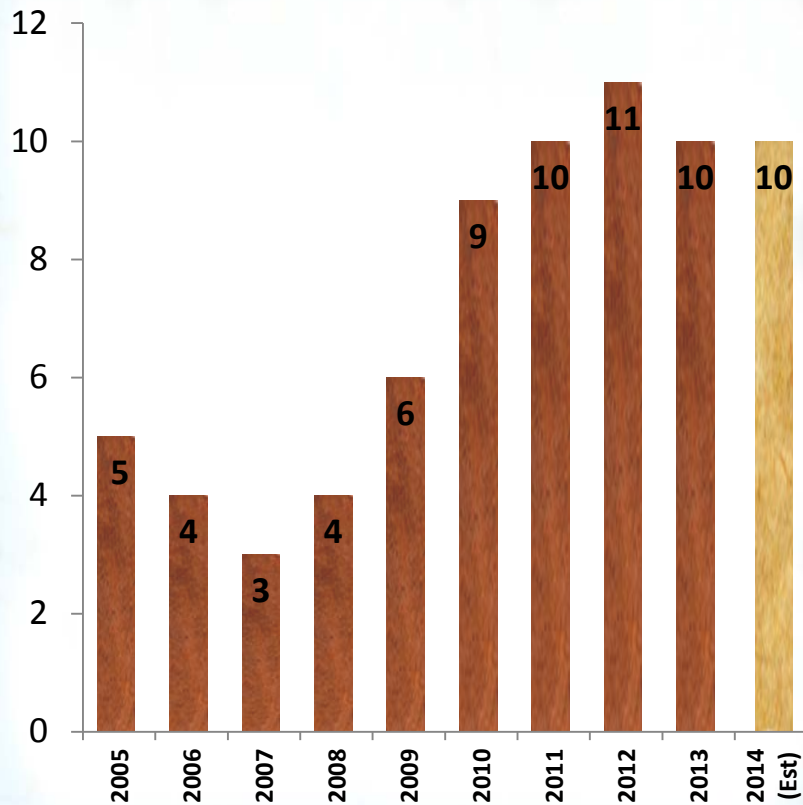
WHERE WE ARE LOCATED - 2014



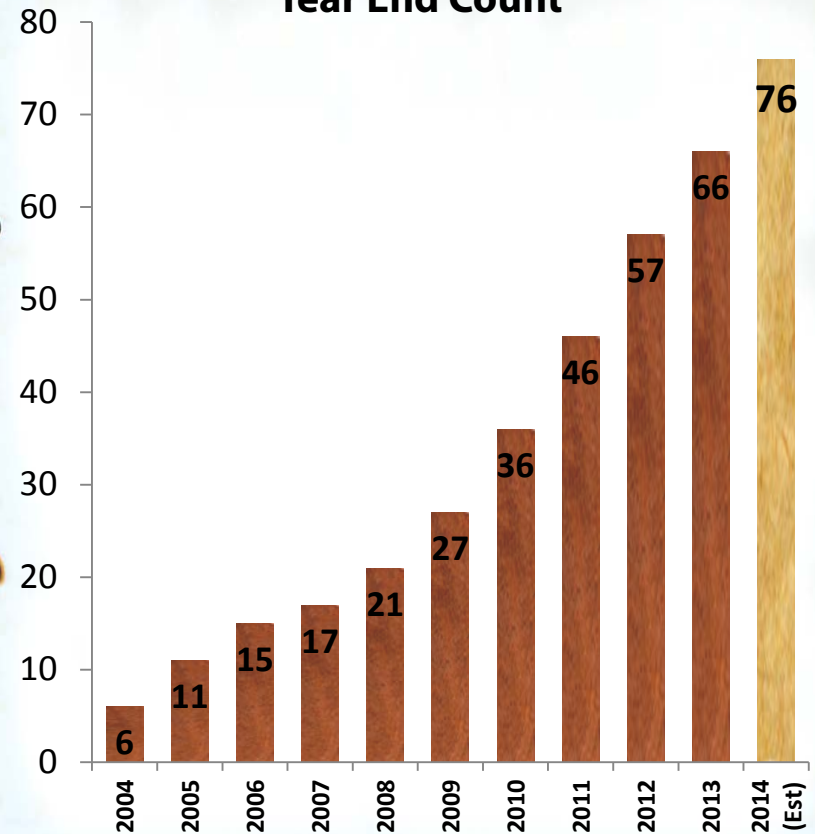
TWO YEAR DEVELOPMENT OUTLOOK

10 opened in 2013; estimating 10 openings in 2014

Builds per Year



Year End Count



EXPERIENCED SENIOR TEAM

Title	Name	Cafe Rio Tenure	Restaurant Experience
Chief Executive Officer	Dave Gagnon	4 years	40+ years
President / Chief Financial Officer	Bob Baker	9 years	25 Years
Chief Operations Officer	Abe Hollands	11 years	21 years
Chief Development Officer	Don Lewandowski	7 years	30 years
Chief People Officer	Andy Hooper	2 years	12 years
Chief Marketing Officer	Ben Craner	6 years	8 years

OUR CUSTOMERS LOVE US



- "Great customer service and the food is amazing!" – Chloe R., Washington, DC
- "Excellent food, fresh ingredients. Better tacos and chips than Baja Fresh or Chipotle. I give five stars for the food!" – Doug R., Frederick, MD
- "The drink bar is awesome. Ever had mint limeade? You will at Cafe Rio." – Geoff O., Alexandria, VA
- "We had a wonderful experience here. The staff was friendly and the food was superb! The sweet pork was excellent and drink options unique!" – Sienna S., Missoula, MT



WHAT MAKES US UNIQUE?

Food Made From Scratch

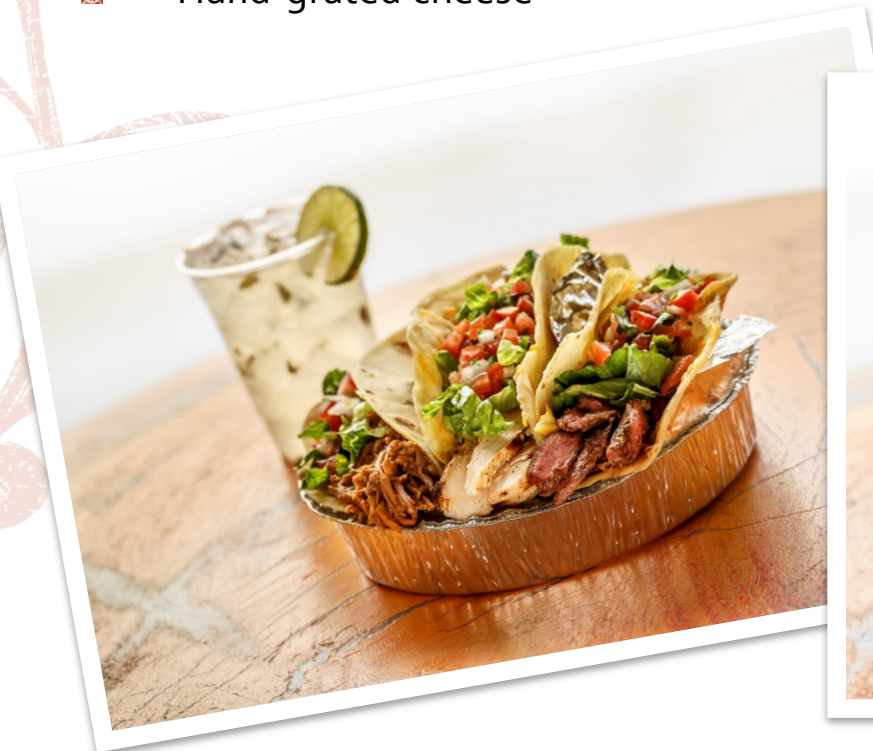
- Handmade Tortillas
- Sauces & Salsas
- Drink Bar (Horchata, Mint Limeade, Southwest Limeade, Strawberry Lemonade)



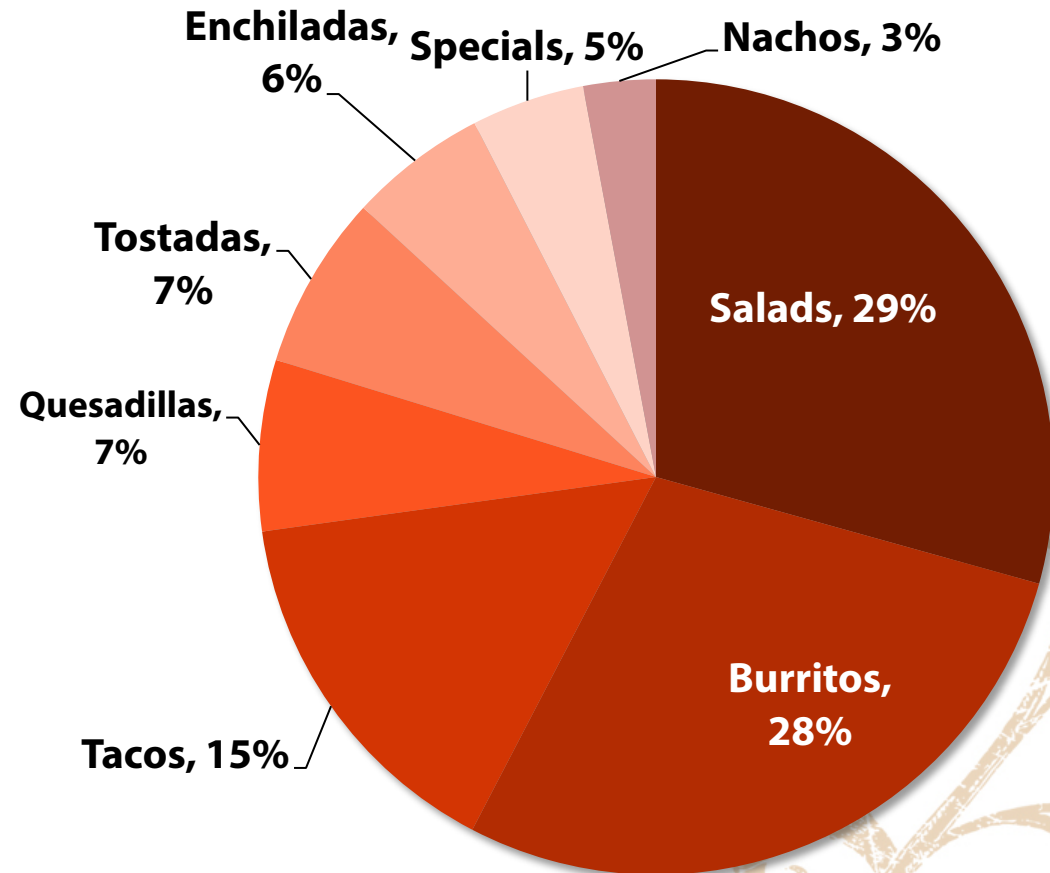
WHAT MAKES US UNIQUE?

Highest Quality Ingredients

- Aged USDA choice beef
- Hand-scooped avocados
- Hand-grated cheese



MORE THAN JUST BURRITOS



OUR PROTOTYPICAL MENU



BURRITO

»» GET IT ENCHILADA STYLE
(BAKED WITH CHEESE AND SAUCE ON TOP)



SALAD

CREAMY TOMATILLO DRESSING OR CILANTRO LIME VINAIGRETTE



3 TACOS

CHOOSE FLOUR OR CORN TORTILLAS



TACO MEAL

INCLUDES RICE, BEANS AND YOUR CHOICE OF MEAT



ENCHILADAS

INCLUDES RICE AND BEANS, HOT, MEDIUM, OR MILD SAUCE



QUESADILLA

INCLUDES GUACAMOLE AND SOUR CREAM



NACHOS

CHOICE OF MEAT AND BEANS, INCLUDES GUACAMOLE AND SOUR CREAM



TOSTADA

CREAMY TOMATILLO DRESSING OR CILANTRO LIME VINAIGRETTE

WHAT GOES INSIDE

SWEET PORK BARBACOA

TOP QUALITY PORK, SLOW BRAISED IN SECRET SAUCES THEN HAND-SHREDDED

PULLED CHICKEN BREAST

HAND-SHREDDED AND SLOW BRAISED IN OUR SECRET BLEND OF SPICES

CHILE ROAST BEEF

USDA CHOICE BEEF SLOW BRAISED FOR HOURS IN OUR SECRET BLEND OF SPICES

FIRE GRILLED CHICKEN

SEASONED TO PERFECTION USING OUR DRY RUB SPICE BLEND, THEN FIRE GRILLED

FIRE GRILLED STEAK

USDA CHOICE STEAK SEASONED WITH A DRY RUB BLEND, THEN FIRE GRILLED

FIRE GRILLED SALMON

FRESH ATLANTIC SALMON SEASONED TO PERFECTION

VEGETARIAN

INCLUDES GUACAMOLE, DOUBLE RICE, AND DOUBLE BEANS

*Please be advised that consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of Food Service Borne Illness.

KID'S MENU

CHEESE QUESADILLA

CHOOSE BETWEEN BLACK BEANS, PINTO BEANS, OR CILANTRO LIME RICE, INCLUDES TORTILLA CHIPS AND A KID'S SODA

MEAT + CHEESE QUESADILLA

CHOICE OF MEAT, CHOOSE BETWEEN BLACK BEANS, PINTO BEANS, OR CILANTRO LIME RICE, INCLUDES TORTILLA CHIPS AND A KID'S SODA

NINO CHEESE QUESADILLA

FOR CHILDREN SIX AND UNDER

SINGLE ITEMS

TACO

TORTILLA SOUP

GUACAMOLE

SOUR CREAM

CHIPS + SALSA

CHIPS, SALSA + GUACAMOLE

CHIPS, SALSA + QUESO

DESSERTS

FAMOUS TRES LECHES

FRESH LIME PIE

CHOCOLATE FLAN

COCONUT FLAN

DRINK BAR

100'S OF DRINK COMBINATIONS

INCLUDES COCA-COLA PRODUCTS, HANDMADE SPECIALTY DRINKS, LIMADES, AND TEAS

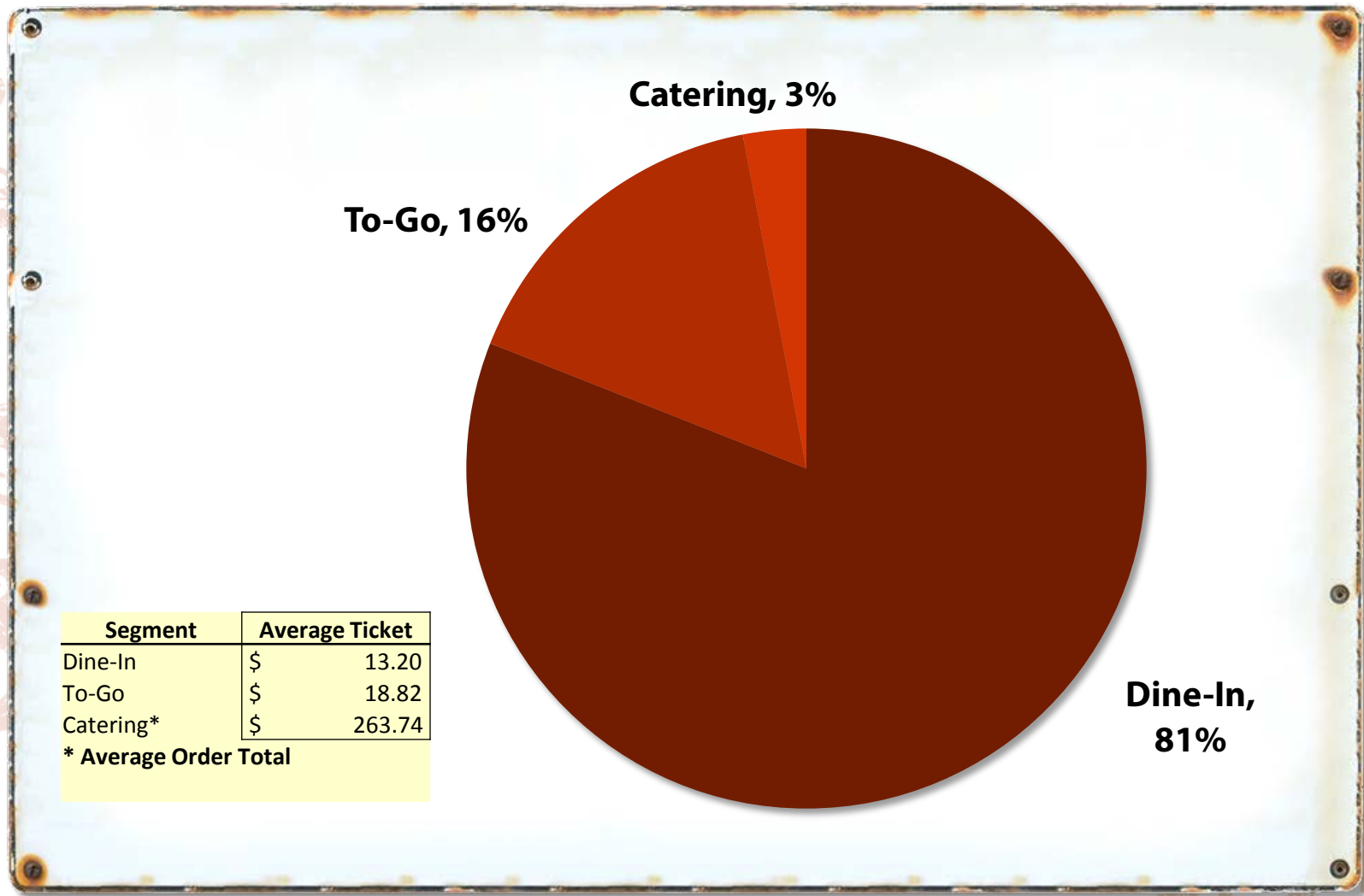
BOTTLED WATER

MEXICAN COKE

APPLE BEER



SERVING MULTIPLE SEGMENTS



CAFE RIO SITE CRITERIA

DEMOGRAPHIC REQUIREMENTS

RESIDENTIAL POPULATION

- 15,000 or greater within one (1) mile radius, and 75,000 or greater within three (3) mile radius
- Above Median Household Income, or in the top 20% for the MSA

EMPLOYMENT

- High concentration of daytime population with a target of 10,000 or greater within a one (1) mile
- Proximity to Office Buildings, Industrial Parks, Universities \ Colleges \ Schools and Retail
- Easy access from employment base

SHOPPING /ACTIVITY

- Strong co-tenancy consisting of Regional and National Anchors in a Daily Needs, Life Style Center
- Entertainment venues such as Movie Theaters and Sporting Arena's

SITE CHARACTERISTICS

SIZE

- 2,400 to 3,600 sq. ft.
- Patio Seating 30 minimum, 40 seats desirable

PARKING

- Convenient and available parking for 75 seats, (50-60 spaces).
- Six, and no less than four designated "To Go" parking spaces located directly in front of location



CAFE RIO SITE CRITERIA (CONTINUED)

TRAFFIC

- Minimum of 45,000 vehicles per day along the main frontage road
- Easy ingress / egress, near traffic lights, left turn-in, left turn-out preferred

EXPOSURE

- High visibility end-cap or multi-tenant out parcel building on the main street in front of anchor
- In-line locations will be considered when centers have exceptionally strong co-tenancy or in urban settings
- Ideal frontage is 65' wide, with a minimum frontage of 40'

SIGNAGE

- Minimum building signage on 2 sides, three preferred
- Prominent position on pylon, or monument sign

LEASE REQUIREMENTS

- Ten (10) year term with 2 five (5) year options
- Landlord T.I. allowance between \$30 - \$55 per sq. ft.
- Exclusive use language for Mexican and Tex-Mex Style Dishes
- The Rental Commencement Date shall be one hundred twenty (120) days following the date Landlord delivers possession of the Premises to Tenant

DEVELOPMENT SITES (BEFORE & AFTER)



BILLINGS, MT



HERRIMAN, UT



MANASSAS, VA



DEVELOPMENT SITES (BEFORE & AFTER)



HAGERSTOWN, MD



WENATCHEE, WA



MISSOULA, MT



INTERIOR TRADE DRESS



MUCHOS GRACIAS AMIGO

Want to experience "The Cafe Rio Difference" in Person?

- Don Lewandowski
- Chief Development Officer
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- dlewandowski@caferio.com
- <http://www.caferio.com/>