

CHINO-MEX

FRANCHISE OPPORTUNITY

Chinese Food. Tacos.
One Bold Concept.

A distinctive 100% halal Chinese +
Mexican restaurant concept.



2026

FRANCHISE BROCHURE

One Brand. Two Cravings.

Chino-Mex brings Chinese and Mexican food together under one restaurant brand - with a required 100% halal operating standard.



CHINESE

Bowls, trays, noodles + entrees



MEXICAN

Tacos + quesabirrias



FUSION

Chinese burritos + crossover items

WHY THE CONCEPT STANDS OUT

- Chinese + Mexican fusion within one restaurant concept.
- 100% halal standard across franchise locations.
- Storefront, drive-thru and approved ghost-kitchen formats.
- Multi-unit development available for qualified candidates.
- The FDD describes the customer market as the general public, with year-round sales in a developed and competitive restaurant market.

Choose the Format That Fits

Different formats. Different investment profiles. Same brand standards.

DINE-IN / TAKEOUT

**\$439,500 -
\$1,175,000**

ESTIMATED INVESTMENT

DRIVE-THRU

**\$570,000 -
\$1,529,000**

ESTIMATED INVESTMENT

GHOST KITCHEN

**\$245,500 -
\$605,500**

PRIOR APPROVAL REQUIRED

SINGLE-UNIT FEE

\$30,000

FRANCHISE FEE

AREA DEVELOPMENT

\$60,000 - \$90,000

TOTAL FEE

TYPICAL DEVELOPMENT

3 - 5

OUTLETS

WHAT THE STARTUP INVESTMENT COVERS

- Site costs, deposits, architecture/engineering and leasehold improvements.
- Furniture, fixtures, equipment, signage, permits and certifications.
- Initial inventory, supplies, insurance and professional fees.
- Training travel and living expenses, grand-opening and marketing costs.
- Additional funds for the first 3 months of ordinary early operating expenses.

Area Development Fee includes the \$30,000 first-unit franchise fee plus \$15,000 for each additional outlet. Estimates are not guarantees.

Built to Support Your Opening

Training, systems and launch marketing are designed to prepare the operator and build opening momentum.



LAUNCH MARKETING

6-month program

Starts 30 days before opening and continues through the first five months after opening.

Approx. \$18,500

Program fee

\$15,000 minimum

Paid media

\$2,000 minimum

Launch activation

HANDS-ON TRAINING

Minimum 1 full month before opening

- Franchisee, managing owner or approved designated operator/manager attends.
- Up to 2 employees may also attend; franchisee pays travel and living expenses.
- Training covers customer service, cooking, food safety, inventory, scheduling, leadership, quality control, marketing and financial controls.

Could Chino-Mex Be Right for You?

The strongest candidates bring capital, leadership and commitment to the system.

STRONG CANDIDATE PROFILE

- Prepared to actively manage the business or use an approved Designated Manager.
- Comfortable following recipes, suppliers, technology and brand standards.
- Committed to the 100% halal requirement.
- Financial capacity for the selected format and development plan.
- Ready to recruit, lead and hold a restaurant team accountable.

TERRITORY PROTECTION

Exclusive

Normal territory: the lesser of a 3-mile radius or a population of 30,000.

Certain Internet and direct-marketing rights are reserved to Chino-Mex and its affiliates.



CHINO-MEX

READY TO EXPLORE CHINO-MEX?

Your next step is a detailed review of the current Franchise Disclosure Document, your financial capacity, your target market and the franchise agreements.

START THE CONVERSATION

Chino-Mex Franchising, LLC

6140 W. Chandler Blvd., Suite 2
Chandler, Arizona 85226

Request the current FDD and franchise information from Chino-Mex Franchising.

IMPORTANT DISCLOSURE

This brochure is for general informational purposes only and is not an offer to sell a franchise. An offer can only be made through the current Franchise Disclosure Document and only where permitted by applicable law. Investment amounts are estimates and individual results may vary.