

## ORI'ZABA'S: A PIONEERING FRANCHISE WITH A UNIQUE VETERAN FOCUS

### COMBINING DELICIOUS MEXICAN CUISINE WITH A PROFITABLE FRANCHISE MODEL FOR VETERANS

When you enter an Ori'Zaba's, you are greeted with a modern, lively interior with soothing colors and clean lines. The Old-World Mexican imagery decorating the walls portrays the timeless stories of cooking traditions, hinting at what is being prepared in the busy scratch kitchen at the back.

The popular Mexican restaurant chain based in Las Vegas has built a reputation for its delicious menu and health-conscious ways of preparing food. Its motto is Hecho Fresco or "made fresh" and true to its words, the Ori'Zaba's chefs make all their food daily using the finest and freshest ingredients. In fact, there are no microwaves or freezers in any of its fast casual locations.

The restaurant chain's unique concept was conceived in 2001 at Mount Ori'Zaba near Mexico City, Mexico. Since first opening its doors in Las Vegas, it has gained a massive following for its fresh, fast and delicious dishes packed with traditional Mexican flavors.

But Ori'Zaba's is about much more than tasty food and happy customers. Over the past two decades, the restaurant chain has grown into a fan-favorite with award-winning recipes and a profitable franchise model. In addition, it takes great pride in its unique veteran focus

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#### A vision beyond profits

What many don't know about Ori'Zaba's is that it's a female veteran-owned social enterprise. Kori McClurg, CEO of the chain's parent company Astute Brands, served in the US Air Force at the rank of captain before founding Ori'Zaba's. Her deep roots in the military have allowed the team behind the chain to develop a unique appreciation for the brave men and women serving our country. As a result, today, Ori'Zaba's is a member of the Veterans For America (VFA) and has launched several veteran-focused programs to support the military community.

“We are immensely grateful for the service of our military personnel. Through our veteran-focused initiatives, we want to give back and support them,” explains McClurg.

The chain's year round special discount for active, reserve and retired military members is perhaps the most well-known among the community. It's a 10 percent dine-in discount offer available at all its restaurants for personnel and family who carry their Military ID.

Ori'Zaba's also partners with military-related charities to donate part of its profits. This allows not only the restaurant but also its employees and customers to contribute

towards various initiatives, such as veteran scholarships and tragedy assistance for military members and their families.

#### Creating life-changing opportunities

The Ori'Zaba's flagship veteran initiative is undoubtedly its franchise program, which encourages entrepreneurship among veterans. It is aimed at supporting ex-military personnel to transition into civilian life with an exciting business venture while creating more employment opportunities for others like them.

As part of this program, Ori'Zaba's offers a \$10,000 discount on the initial franchise fee for qualified veterans. This is a much-welcomed incentive for those exploring the lucrative possibilities of business ownership. In addition, the chain provides extensive training to equip veterans with the essential skills, knowledge and know-how to start their very own Ori'Zaba's restaurant.

The comprehensive operational systems and processes are another unmistakable benefit for new entrepreneurs. It allows veterans to replicate the profitable Ori'Zaba's business model with precision—from the welcoming restaurant interiors,



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award-winning dishes and outstanding service to its sales and management practices. The systems are designed to help launch a sustainable franchise with optimized efficiency using clear, well-organized processes.

#### A perfect fit

Ori'Zaba's sees this franchise model as the perfect fit for ex-military members

who already possess crucial skills and competencies to succeed as a franchisee. Military training and service equip these personnel with leadership skills, teamwork, discipline and strong work ethics, all essential requirements to run an Ori'Zaba's franchise.

They are also adept at working in highly organized environments that

demand meticulous execution of detailed instructions. This is another advantage for veterans looking to pursue franchise-based business ownership since franchises essentially rely on pre-defined systems and business practices. These involve tried-and-tested standard operating procedures (SOPs) that require careful implementation, which many veterans are readily able to achieve.

“Our veteran-based programs have been well received by many veterans. We've designed a strong support system, from comprehensive training to meticulous SOPs that enable our ex-military members to pursue their dreams of business ownership,” says McClurg.

The chain's typically fun and relaxing casual atmosphere and delicious dishes with authentic flavors certainly help, too, to draw in repeat customers for its franchise owners.

#### Changing one life at a time

Since 2001, the fast casual Mexican restaurant chain has operated with the mission to feed the soul of every guest with old-world Mexican flavors. Today, it boasts an ever-expanding menu that includes vegetarian meals, gluten-free dishes and even plant-based dinner options with delivery, catering, as well as dining-in service. The chain has expanded fast across Las Vegas, Houston and San Antonio coming soon.

But what makes Ori'Zaba's special for its team and its patrons is inarguably the restaurant chain's commitment to the veteran community. Its unique military incentives, charitable partnerships and veteran franchise program tell an inspiring story of a veteran-run social enterprise that is changing one life at a time, each day. Ori'Zaba's is about much more than deliciously healthy Mexican dishes. It's a scratch Mexican grill that truly cares about its community, especially the brave men and women who keep our nation safe.

**To learn more about franchising opportunities with the company, including the discounted fees for veterans, call 952.388.4136, email [adam@zabas.com](mailto:adam@zabas.com) or visit <https://zabas.com/franchising>.**