



**TORRO
GRILL**

STEAKS & BURGERS



About the company

Background:

- In the market since 2007
- Number of restaurants operating under Torro brand in 2023—13 (7 of them are franchised: Kaliningrad, Voronezh, Vladivostok, Magadan, Moscow and Khimki, Khabarovsk). Opening of one more restaurant in Irkutsk by the end of 2023
- Market segment—CASUAL DINING
- Market leaders in the Steakhouse segment
- Average bill per guest—2,500 rubles
- Average bill per guest in the regions—2,000 rubles
- Floor area of the restaurants—more than 8,000 sq. m.
- Number of guests per year—700,000 people
- Staff headcount—450 employees
- Impeccable business reputation. We work with such business partners as AIG/LINCOLN RUSSIA, CAPITAL GROUP, ENKA, MORGAN STANLEY REAL ESTATE, ACCOR HOTELS, O1 PROPERTIES, MILLHOUSE





Project Description

- Russia's first steakhouse operating at a comfortable mid-cheque level with a geographic representation from Vladivostok to Kaliningrad
- Large portions, optimal venue to gather friends, spend time with the family
- High customer loyalty—more than 60% of regular guests
- Interior of a traditional steakhouse
- Large four-meter grill (charcoal or electric)
- Warm and friendly atmosphere
- The bar counter is a “communication core”
- Not just meat! The menu offers more than 25 meat-free dishes, including 15 vegetarian dishes
- The restaurant project at the hotels **Mercure** Kaliningrad has been successfully implemented since 2018 and at **Mercure** Voronezh since 2016

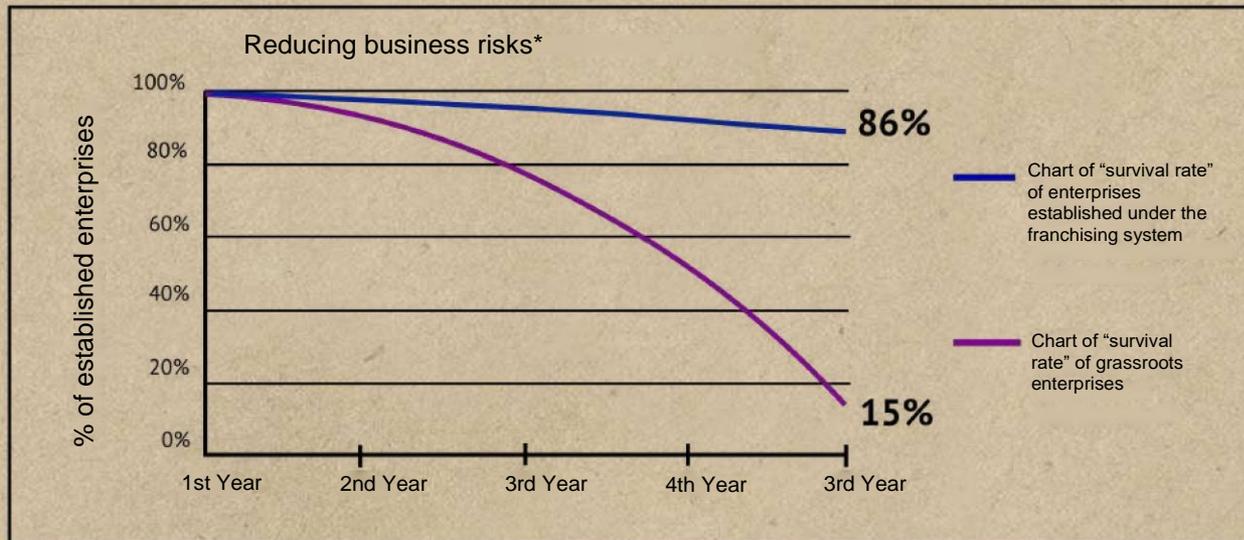




Franchising

Franchising or commercial concession:

A form of partnership of several independent commercial organizations (entrepreneurs), one of which (franchisee or licensee) is granted a fee-based right to use intellectual property (brand/trademark, know-how, business practices, etc.) of another organization (franchisor or licensor) in its commercial activities. The licensee, agreeing to respect the licensor's business standards, in turn, acquires the right to operate under a given trademark, access to effective business practices, training, uses the supplier benefits and support.



*the data is based on the global statistics



Advantages of our franchise

Prior to opening, we provide:

- Assistance in selecting the restaurant site (our development advisor will assist you in selecting the restaurant site and assessing its economic potential)
- We will develop a design for the process equipment arrangement with its specifications
- You will obtain reliable suppliers and best prices. Vendor discounts valid for the Torro Grill restaurant chain will be available to you
- Design and interior standards
- Mandatory franchisee training (your employees will undergo an intensive training course in Torro Grill restaurants in Moscow)
- Standardized operations

Upon opening, you obtain:

- Our opening team who will work with you for a month and assist “launching” the restaurant
- Advisory support in effective restaurant management
- Quarterly audit of effectiveness of Your restaurant’s operation by our expert
- Updated product specifications
- Opportunity of personnel training on the right holder’s basis
- Ready-made effective personnel motivation system
- Sustainable business reputation of the brand
- High product turnover—your money works!
- Annual marketing action plan

***We may consider the project management opportunities depending on the region**



Financials

- Average return on investments—4 years
- Investments from 85,000,000 rubles up
- Average yield:
 - owned space—22–25%
 - rented space—10–12%
- Down payment in the RF
 - 6,000,000 rubles
- Down payment outside the RF
 - \$120,000
- Monthly payment (royalty)—5%, but not less than 450,000 rubles for Moscow and Saint Petersburg, 350,000 rubles for the RF regions, \$5,000 outside the RF
- The optimal restaurant floor area is 300–500 sq. meters
- The validity term of the commercial concession agreement is 10 years with an automatic renewal opportunity
- **Royalty holidays during the first three months**





Successful candidate for partnership

What has the franchisee to do?

- Find a space which will be assessed with direct involvement of our experts
- Pay the first franchise fee
- Rent or buy the selected space
- Renovate the selected space in line with the developed restaurant layout plan
- Purchase the required equipment
- Hire the staff
- Manage the restaurant according to Torro Grill system standards
- Starting from the fourth month of operation, transfer monthly royalties amounting to 5% of the restaurant's turnover





Accommodation options

- Floor space of 300 to 600 sq.m.
- In 4-star hotels with a separate entrance to the restaurant
- In shopping and entertainment centers on the first floor with a separate entrance
- In class “A” and “B++” business centers on the first floor with a separate entrance
- At airports (clear zone)
- First line on the coast of resort cities
- In areas with high tourist traffic
- In places with large crowds of people
- In densely populated areas on the first line of houses with a separate entrance
- At crossroads of busy highways and on highways themselves in the vicinity of large residential complexes and shopping areas
- Showcase windows
- Availability of parking space or a place for its arrangement
- Optimal lease term from 7 years with the possibility of renewal
- Possibility to place advertising signs on the facade of the building and on the facade of the restaurant outlet



Restaurant Space Minimum Technical Parameters

Table of technical parameters for a restaurant with an area of 300–400 m ²										
FORCED VENTILATION										
			Required air flow according to the tenant's design	Error	Supply air temperature		Duct size		Notes: 1. All ventilation systems shall be self-contained (for the restaurant space only). 2. The air supply units shall be with filtration (class G3 or higher, heated and cooled). 3. All exhaust units shall discharge exhaust air above the roof. 4. V2 exhaust system shall be provided with a possibility of air duct cleaning. 5. V6 exhaust system shall be provided with a possibility of air duct cleaning and installation of a spare fan. 6. A smoke ventilation system shall be available (according to the standards).	
			m ³ /h	%	Summer	Winter	Width	Height		
Exhaust ventilation V1 (hall)			1,600	10			300	300		
Exhaust ventilation V2 (kitchen)			8,000	10			900	500		
Exhaust ventilation V3 (washing facilities)			1,500	10			300	300		
Exhaust ventilation V4 (cold rooms)			600	10			200	200		
Exhaust ventilation V5 (toilets)			800	10			300	200		
Exhaust ventilation V6 (grill)			6,000	10			700	500		
Supply ventilation S1 (hall)			12,500	10	20.0 ± 2.0°C	20.0 ± 2.0°C	1,200	600		
Supply ventilation S2 (kitchen)			6,000	10	20.0 ± 2.0°C	20.0 ± 2.0°C	700	500		
HEATING/COOLING										
			Required capacity	Error	Required water temperature		Required water flow	Required pipeline diameter	Note	
			kW	%	Supply/Discharge		m ³ /h	DN		
Heating—Air curtain			16.0	10	95/70		0.55	DN 20	or electr.	
Heating—Central water heating			30.0	10	95/70		1.00	DN 25		
Cooling—Fancoil			85.0	10	7/12		14.61	DN 80	Either fancoils or air conditioners, or their combination	
Cooling—Air Conditioning			85.0	10	freon		—	—		
WATER AND SEWAGE SYSTEM										
			Required water temperature	Required pipe diameter	Required pressure in the tap	Required water flow				
			Supply	DN	kPa	l/s				
Domestic water supply (cold water)			15	D—40 (32)	450	0.6				
Domestic water supply (hot water)			50–60	D—40 (32)	450	0.6				
Sewage (kitchen) System—K3				D—100		1.2				
Sewage (bathroom) System—K1				D—100		1.6				
ELECTRICITY, option 1										
Installed capacity of power consumers, Pi	One-time capacity, Pone-time	Demand factor	Power supply reliability rating II	Maximum input amperage	Circuit breaker on the tenant's switchboard	Circuit breaker on the landlord's switchboard	Cable from Landlord's IDD to Tenant's SDB			Note:
kW	kW			A	A	A				
190	150	0.84	INPUT 1	130	160	200	4 x VVG ng LS 1 x 50 + 1 x VVG ng LS 1 x 35			
			INPUT 2	130	160	200	4 x VVG ng LS 1 x 50 + 1 x VVG ng LS 1 x 35			
Architecture										
			Load weight at least	Note: Floor slab—reinforced concrete.						
			kg/m ²							
Load on the floor slab			500							
Fastening to the upper floor slab			50							

Note: Provision by the landlord of drawings of all transit utilities.



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			m ³ /h	%	Summer	Winter	Width	Height		
			1,600	10			300	300		
			8,000	10			900	500		
			1,500	10			300	300		
			600	10			200	200		
			800	10			300	200		
			6,000	10			700	500		
			12,500	10	20.0 ± 2.0°C	20.0 ± 2.0°C	1,200	600		
			6,000	10	20.0 ± 2.0°C	20.0 ± 2.0°C	700	500		
HEATING/COOLING										
			Required capacity	Error	Required water temperature		Required water flow		Required pipeline diameter	Note
			kW	%	Supply/Discharge		m ³ /h		DN	Notes: Availability of a cold/heat chiller Either fancoils or air conditioners, or their combination
			16.0	10	95/70		0.55		DN 20	
			30.0	10	95/70		1.00		DN 25	
			85.0	10	7/12		14.61		DN 80	
			85.0	10	freon					
WATER AND SEWAGE SYSTEM										
			Required water temperature	Required pipe diameter	Required pressure in the tap		Required water flow			
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			15	D—40 (32)	450		0.6			
			50–60	D—40 (32)	450		0.6			
				D—100			1.2			
				D—100			1.6			
ELECTRICITY, option MAX										
Installed capacity of power consumers, P _i	One-time capacity, P _{one-time}	Demand factor	Power supply reliability rating II	Maximum input amperage	Circuit breaker on the tenant's switchboard	Circuit breaker on the landlord's switchboard	Cable from Landlord's IDD to Tenant's SDB			Note:
kW	kW			A	A	A				
240	190	0.8	INPUT 1	180	250 I inst = 200	250	4 x VVG ng LS 1 x 95 + 1 x VVG ng LS 1 x 70			
			INPUT 2	180	250 I inst = 200	250	4 x VVG ng LS 1 x 95 + 1 x VVG ng LS 1 x 70			
Architecture										
			Load weight at least	Note: Floor slab—reinforced concrete.						
			kg/m ²							
			500							
			Fastening to the upper floor slab	50						
Note: Provision by the landlord of drawings of all transit utilities.										



Interiors



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Atmosphere







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