



# AGAVE

MEXICAN ♦ CANTINA

**AUTHENTIC  
MEXICAN  
EXPERIENCE**



**FRANCHISE WITH US!**

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## PROFILE

Since its founding in August 2007 by American entrepreneur Chris Maier, Agave Mexican Cantina has established itself as a cornerstone of the Philippine culinary landscape. Inspired by Maier's travels through Mexico and his childhood memories of high-energy cantinas, the brand was developed with a mission to bring an authentic, lively Mexican bar and restaurant experience to Asia. Today, Agave has successfully expanded across strategic lifestyle hubs, including Bonifacio High Street (BGC), Aseana City (Parqal), Sta. Lucia Brickroad (Cainta), and Eastwood Citywalk.

The brand's success is rooted in its unique "Day-to-Night" concept, which caters to a diverse demographic of local professionals, families, and expatriates. By day, Agave offers a welcoming, family-oriented atmosphere, most notably celebrated for its "Kids Dine Free" Sundays and specialized children's menu. As evening approaches, the venue seamlessly transitions into a high-energy party destination defined by dim lighting, R&B music, and a festive spirit that encourages guests to "drink the night away."

The Agave experience is anchored by an expansive menu that celebrates the rich diversity of traditional Mexican cuisine while embracing innovative fusion. Guests can indulge in a wide array of time-honored favorites, ranging from crispy nachos and cheesy quesadillas to hearty chimichangas and burritos. The kitchen prides itself on authentic preparation, offering sizzling fajitas and street tacos filled with premium proteins like slow-cooked pork carnitas, grilled shrimp, and imported carne asada steak. Beyond these staples, Agave offers bold signature dishes such as the Chipotle Pork Sisig, Paella Mexicana, and the famous Agave Fried Ice Cream. Complementing the food is a sophisticated bar program that features fresh-fruit blended margaritas and specialty cocktails like the Margarita Ultimo, which utilizes premium 1800 Silver Tequila and Cointreau.

Behind this festive environment lies a commitment to operational excellence and professional management. Under the guidance of Operations Manager Herbert Buenagua, who brings international hospitality expertise to the brand, Agave maintains a high standard of service consistency across all its locations. By balancing a wide price range, from budget-friendly street tacos to premium platters, with a deep respect for Mexican hospitality, Agave Mexican Cantina continues to lead the market as the premier destination for those seeking an authentic and high-energy Mexican dining adventure in Metro Manila.

## MISSION

Our mission is to bring the vibrant spirit of Mexico to every guest by serving high-quality, innovative cuisine at an exceptional value. We are committed to fostering a festive environment that transitions seamlessly from a family-friendly haven to a lively social hub, supported by professional management and a passion for creating memorable guest experiences.

## VISION

To be the premier destination for authentic Mexican hospitality in the Philippines, recognized for redefining the dining experience through a perfect harmony of traditional flavors, high-energy atmosphere, and world-class service.



# OUTLET SHOTS



# FOOD

## APERITIVO APPETIZERS

Chips & Salsa  
Sopa Birria de Res 🌿  
Nacho Grande  
Chipotle Buffalo Wings  
Flaming Gambas 🌿  
Torched Nachos 🌿  
Agave Taco Salad  
Queso Fundido 🌿  
Yucatan Caesar Salad  
Calamari Fritos  
Flautas Pork Carnitas  
Appetizer Sampler



## TACOS & BURRITOS

Fish Taco  
Burrito  
Junior Burrito  
Street Taco  
Crispy Shrimp Taco  
Trio Taco Especial 🌿  
Chimichanga 🌿  
Junior Chimichanga



## FAVORITOS FAVORITES

Fajitas 🌿  
Enchiladas  
Quesadillas  
Quesadilla Birria 🌿  
Skillet Huevos Rancheros



## POSTRES DESSERTS

Churros  
Agave Fried Ice Cream  
Boca Negra



## ESPECIALIDADES SPECIALTIES

Mexican Cordon Blue  
Crispy Pork Belly  
Smoked Beef Rancho 🌿  
Birria Ramen 🌿  
Paella Mexican  
Southwest Shrimp Basket  
Roast Beef a la Barbacoa 🌿  
Mexican Pork Sisig  
Crispy Pata  
Fish & Chips con Salsa de Mango



## PARILLA MIXED GRILL

Carne Asada & Camaron 🌿  
Agave Ribs  
Grilled Pollo  
Carne Asada Ultimo 🌿  
Yucatan Chicken Skewers  
Pompano con Mango Salsa  
Grilled Mexican Chop  
Texas Smoked Beef Asado 🌿  
Grilled Ribeye 300g | 200g  
Smoked Pollo Asado



## TORTA Y PASTA SANDWICHES & PASTA

Smoky Chili Choripan  
Texas BBQ Sandwich  
Chipotle Bechamel Carbonara  
Spaghetti and Beef Balls  
Burger a la Mexicana  
Garlic Seafood Pasta



## PLATOS PLATTERS

Smoky Meats Trio  
Mixed Grill Platter  
Seafood Platter  
Plato Ultimo



## NIÑOS KIDS

Junior Cheeseburgers  
Chicken Fingers  
Kid's Pasta  
Kid's Combo



# DRINKS

## BEVERAGES

Hand Pressed Juices  
Cold Drinks  
Hot Drinks



## AGAVE MOJITO'S

Classic Mojito  
Real Fruit Mojito  
Bacardi Mojito  
Real Fruit Bacardi Mojito



## BEER & WINES

Imported Beers  
Draft Beers  
Local Beers



## GO BOTTOMLESS MARGARITAS AND MOJITOS

House Margarita  
Margarita Ultimo  
Mango Margarita  
Infused Tequila Margarita  
Creamy Ocean Margarita  
Strawberry Margarita



## BARLIST

TEQUILAS CATEGORIES

INFUSED  
STANDARD  
RUM  
PREMIUM  
SUPER PREMIUM  
ULTRA PREMIUM  
VODKA  
GIN  
LIQUEURS  
COGNAC  
WHISKY  
BRANDY



## COCKTAILS

Ultimate Amaretto Sour  
Mexican Mule  
Sangria  
Tropical Sangria

Ultimo Long Island Iced Tea  
Oaxacan Style Old Fasioned  
Coronarita  
Irish Cream Mudslide



# FAQ'S

## FREQUENTLY ASKED QUESTIONS

1

What are the advantages of investing in Agave Mexican Cantina?

Agave Mexican Cantina offers a proven restaurant concept inspired by authentic Mexican flavors and vibrant dining experiences.

The menu, branding, and operational systems are already established and continuously refined.

Franchisees receive support in training, operations, marketing, and store setup.

Agave Mexican Cantina focuses on creating memorable dining experiences that customers can easily recognise and enjoy.

2

Is Agave Mexican Cantina the right business for me?

Agave Mexican Cantina is ideal for entrepreneurs who are passionate about food, hospitality, and creating great customer experiences. We welcome individuals who are committed to growing with the brand and maintaining quality service standards.

3

Do I need restaurant experience to franchise Agave Mexican Cantina?

Restaurant experience is an advantage, but it is not required. Agave Mexican Cantina provides training and operational guidance to help franchisees confidently manage daily restaurant operations.

4

What products does Agave Mexican Cantina offer?

Agave Mexican Cantina serves Mexican-inspired dishes and beverages, including tacos, burritos, quesadillas, nachos, rice meals, snacks, and signature drinks designed for casual dining and group gatherings.

5

How long does it take to open an AGAVE MEXICAN CANTINA branch?

The timeline depends on factors such as site approval, permits, construction, and staff training. Under favorable conditions, a branch may be ready to operate within approximately 90–120 days.



6

What types of locations are ideal for Agave Mexican Cantina?

Agave Mexican Cantina branches are best suited for high-visibility locations such as malls, commercial areas, lifestyle centers, food parks, and busy community districts with strong foot traffic and dining activity.

7

Will Agave Mexican Cantina provide a store design and layout?

Yes. Agave Mexican Cantina provides recommended store layouts, branding elements, and design standards to maintain the restaurant's Mexican-inspired identity and dining experience.

8

What training and support does Agave Mexican Cantina provide?

Agave Mexican Cantina provides comprehensive training covering restaurant operations, food preparation standards, customer service, inventory management, and daily store procedures. Continuous operational and marketing support is also provided after opening.

9

Are franchisees required to purchase equipment and supplies from Agave Mexican Cantina?

To maintain food quality and consistency, Agave Mexican Cantina may recommend approved suppliers for key ingredients, equipment, and operational materials. Our team will also assist franchisees throughout the procurement process.

10

Are there any hidden fees?

No. Agave Mexican Cantina values transparency and professionalism. All fees, inclusions, and operational requirements will be clearly discussed during the franchise presentation and evaluation process.

# STEPS TO OWN OUR FRANCHISE

1

Fill out the Confidential Questionnaire. Together with your Letter of Intent, send them to:



FRANCHISE@AGAVECANTINA.COM

2

We will review your application.

3

You will be invited to discuss franchise details.

4

We will present you with the franchise disclosure information.

5

Your proposed location will be visited and thoroughly checked.

6

The franchise agreement can now be executed.

7

Outlet set-up and staff training will commence.

8

We will provide pre-opening assistance.

9

Your grand opening! congratulations!

# FRANCHISE INFORMATION

## UNIT FRANCHISE

**INITIAL FEE : PHP 1.5 MILLION**

**INCLUSIONS:**

- Use of trademark
- System standards
- Site assistance & approval
- Initial training for franchisee and staff
- Procurement program
- Operations manual on loan
- Opening assistance
- Research & development

**INITIAL TERM : 7 YEARS | RENEWAL FEE : 50%**

**RENEWAL TERM : 7 YEARS**

**ROYALTY FEE: 5% OF GROSS SALES**

**COMMISSARY BOND: PHP 150,000.00**

**TOTAL CAPITAL REQUIREMENT: PHP 10,000,000.00**

**REQUIRED SPACE:**

**MIN 150 SQM | IDEAL 200 SQM | MAX 250 SQM**

**ADVERTISING :**

**1% OF GROSS SALES- LOCAL STORE MARKETING**

**2% OF GROSS SALES-NATIONAL ADVERTISING (LATER)**

## UNIT FRANCHISE

**INITIAL FEE : PHP 3,750,000.00**  
(THE RIGHTS TO 3 OUTLETS)

**INCLUSIONS:**

- Use of trademark
- System standards
- Site assistance & approval
- Initial training for franchisee and staff
- Procurement program
- Operations manual on loan
- Opening assistance
- Research & development

**INITIAL TERM : 14 YEARS | RENEWAL FEE : 50%**

**RENEWAL TERM : 14 YEARS**

**ROYALTY FEE: 5% OF GROSS SALES**

**COMMISSARY BOND: PHP 150,000.00**

**INVESTMENT PER OUTLET: PHP 8,500,000.00**

**REQUIRED SPACE:**

**MIN 150 SQM | IDEAL 200 SQM | MAX 250 SQM**

**ADVERTISING :**

**1% OF GROSS SALES- LOCAL STORE MARKETING**

**2% OF GROSS SALES- NATIONAL ADVERTISING (LATER)**

# CONFIDENTIAL QUESTIONNAIRE

The start-up of **AGAVE** requires evaluation and filling out this form with all needed information which is a big step in the process. All information will be treated complete confidential and does not obligate you in anyway. Email a copy of this together with your Letter of Intent to: [franchise@agavecantina.com](mailto:franchise@agavecantina.com)



## APPLICANT'S PERSONAL INFORMATION

Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_ Place of Birth: \_\_\_\_\_  
Civil Status: \_\_\_\_\_ Citizenship: \_\_\_\_\_  
Course: \_\_\_\_\_ Year Graduated: \_\_\_\_\_

## EMPLOYMENT BACKGROUND

Current Employment: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Annual Income (Php): \_\_\_\_\_  
Most Recent Employment: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Annual Income (Php): \_\_\_\_\_

## SPOUSE

Name: \_\_\_\_\_  
Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_ Place of Birth: \_\_\_\_\_  
Are you currently employed? YES \_\_\_\_ NO \_\_\_\_ Self-employed? YES \_\_\_\_ NO \_\_\_\_  
Company: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Annual Income (Php): \_\_\_\_\_

## BUSINESS / PERSONAL REFERENCES

*All needed information in this section should be filled-up completely*

Complete Name: \_\_\_\_\_  
Job Title / Occupation: \_\_\_\_\_  
Company Address: \_\_\_\_\_

Complete Name: \_\_\_\_\_  
Job Title / Occupation: \_\_\_\_\_  
Company Address: \_\_\_\_\_

Complete Name: \_\_\_\_\_  
Job Title / Occupation: \_\_\_\_\_  
Company Address: \_\_\_\_\_

## FINANCIAL INFORMATION

NET WORTH (Assets Less Liabilities) (Php): \_\_\_\_\_  
Experience in operating a business, If any \_\_\_\_\_

Do you operate any franchise, If yes, Please give details: \_\_\_\_\_

Please provide the complete address for your proposed site: \_\_\_\_\_

KINDLY ATTACH A LOCATION MAP OF YOUR PROPOSED SITE

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature: \_\_\_\_\_