

**Fresh. Innovative.  
Experiential.**



**FRESH MEXICAN GRILL**

**Bringing Bold Flavors, Creative Cocktails, and  
Vibrant Energy to Fast Casual Dining**



**A Franchise Opportunity**



# Fresh. Innovative. Experiential.



## A Franchise Opportunity

At Lime Fresh Mexican Grill, bold flavors, fresh ingredients, and high-energy hospitality come together to redefine what fast-casual dining can be. With its Miami-inspired vibes, globally influenced flavors, and chef-driven menu, Lime Fresh has created an immersive dining experience that goes beyond just great food; it's about creating intentional moments that guests crave. As the fast-casual market continues to grow, Lime Fresh stands out by offering a unique combination of high-quality food, craft cocktails, and an inviting, community-driven atmosphere. Backed by proven operational efficiencies, a strong support system, and a loyal fanbase, Lime Fresh Mexican Grill presents an exciting franchise opportunity for entrepreneurs interested in bringing an elevated fast-casual concept to new markets.

This Industry Outlook will explore the booming fast-casual sector, why Lime Fresh is primed for expansion, and how you can join a brand that is setting the new standard for fresh, innovative, and experiential dining.

## Contents

- 1 Welcome to the Lime Fresh Experience**  
Fresh  
Innovative  
Experiential
- 2 Industry Insights**  
A Thriving Market for Fast-Casual & Mexican-Inspired Cuisine
- 3 Why Franchise with Lime Fresh?**  
What is Franchising?  
The Benefits of Franchising with Lime Fresh  
FTC Protection & Franchisee Rights
- 4 The Lime Fresh Franchise Opportunity**  
Fresh, Innovative, and Experiential – A New Take on Fast-Casual  
Steps to Franchise Ownership
- 5 Who We're Looking For**  
The Ideal Lime Fresh Franchisee Profile
- 6 Join the LIME Family!**  
Bring Bold Flavors & Fresh Vibes to Your Location!



# What Sets Us Apart?

## The Lime Fresh Experience: Fresh, Innovative, and Experiential

The fast-casual dining industry is constantly evolving, with consumers demanding fresh ingredients, bold flavors, and engaging dining experiences. As customers move away from traditional fast food, they seek higher-quality meals, modern convenience, and an atmosphere that enhances their dining experience. Lime Fresh Mexican Grill is redefining this space by delivering fresh, chef-driven flavors, innovative restaurant concepts, and a high-energy atmosphere that turns every visit into a memorable experience.

### Fresh Ingredients, Made-to-Order Meals

In today's restaurant industry, freshness is key. Consumers are more health-conscious than ever, actively seeking real, whole ingredients over processed fast food. Lime Fresh embraces this shift by offering:

- **Chef-driven, made-to-order meals** using high-quality, fresh ingredients
- **A menu free from preservatives and pre-packaged foods**; everything is prepped fresh daily
- **Bold, globally inspired flavors** that enhance traditional Mexican cuisine

This commitment to freshness sets Lime Fresh apart from national fast-casual competitors, giving franchisees a strong differentiator in a growing market where quality matters.

### Innovative Approach to Fast-Casual Dining

The fast-casual sector has experienced rapid growth, but many brands struggle to stand out beyond their menus. Lime Fresh not only stands out for its food quality but also through its operational and concept innovations, including:

- **A full bar component**, setting it apart from traditional fast-casual brands
- **Tech-driven efficiency** with streamlined kitchen operations, online ordering, and third-party delivery partnerships
- **Strategic menu updates** that introduce bold, modern flavors, catering to evolving consumer tastes

By staying ahead of industry trends, Lime Fresh ensures franchisees are investing in a concept designed for long-term success.



### Experiential Dining That Keeps Guests Coming Back

Customers today don't just want great food, they want opportunities to create special moments. Lime Fresh creates a lively, immersive dining environment with:

- **A high-energy atmosphere** inspired by Miami's vibrant culture
- **Hand-selected music and curated playlists** designed to enhance the in-store vibe
- **Stylish, modern interiors** with real plants, bold lighting, and engaging design elements

The Lime Fresh experience goes beyond what you see on your plate, making it a destination rather than just another fast-casual restaurant. Franchisees can benefit from a built-in, loyal customer base that values great food in an exciting, comfortable, and welcoming environment.

### Why It Matters for Franchisees

Lime Fresh isn't just part of the fast-casual movement, it's redefining it. As consumers continue prioritizing fresh, high-quality food, unique dining environments, and modern convenience, Lime Fresh offers a proven model designed for scalability, profitability, and long-term brand loyalty.

With fresh ingredients, an innovative business model, and an experiential approach to dining, Lime Fresh is the future of fast-casual Mexican cuisine.



## Industry Insights

### A Thriving Market for Fast-Casual & Mexican-Inspired Cuisine

The fast-casual dining world is heating up, and Mexican-inspired flavors are leading the charge. Diners are looking for bold, made-to-order meals and a vibrant, social atmosphere, all with the speed and convenience they love. Fast-casual brands that deliver fresh flavors, high-quality ingredients, and a well-rounded menu, including a full bar, are primed for lasting growth in this growing market.

Here's why now is the perfect time to invest in a Mexican grill franchise:

- The U.S. fast-casual restaurant market is on track to grow by **\$84.5 billion, with a 13.7% growth rate through 2029**—making it one of the hottest segments in foodservice.
- The Mexican restaurant industry is expected to hit **\$113.6 billion by 2033**, proving that bold flavors and fresh ingredients are here to stay.
- Americans spend about **12.8% of their total income on food, ranking it third after housing and transportation**—which means people are always dining out.
- **79% of consumers prefer fresh, minimally processed meals**, making fast-casual concepts that prioritize real ingredients the go-to choice.
- The alcoholic beverage market is projected to top **\$261 billion by 2025**, giving fast-casual brands with a full bar a major competitive edge.

***With demand rising fast, there's never been a better time to bring Lime Fresh to your market!***



**\$113.6 Billion by 2033**

**The Mexican restaurant industry is expected to hit \$113.6 billion by 2033**



# Benefits of Franchising

## What is Franchising?

Franchising is a popular business model that allows entrepreneurs to own and operate a business under an established brand name with built-in support and operational guidance. Instead of starting from scratch, franchisees benefit from a tested system, brand recognition, and ongoing mentorship, reducing risk and increasing the likelihood of success.

The fast-casual restaurant industry continues to experience strong growth, driven by consumer demand for high-quality, fresh ingredients, convenient service models, and experiential dining environments. With Lime Fresh, franchisees tap into a thriving sector while receiving hands-on training, marketing support, and operational efficiencies designed for long-term growth



## The Benefits of Franchising with Lime Fresh Mexican Grill

Lime Fresh isn't just another fast-casual brand, it's a concept that blends bold, globally inspired flavors with a vibrant, high-energy experience.

Here's what makes franchising with Lime Fresh an exciting opportunity:

### *Chef-Inspired Menu with Global Flavors*

Lime Fresh takes Mexican-inspired dishes to the next level by infusing fresh, globally influenced ingredients and creating new, craveable flavors that keep guests coming back.

### *Bold, Fresh Ingredients, Made-to-Order*

No freezers, no microwaves—just real, fresh, whole ingredients prepared daily. Every dish is crafted to order, ensuring the highest quality and flavor in every bite.

### *A Fast-Casual Concept with a Full Bar*

Unlike traditional fast-casual restaurants, Lime Fresh pairs its vibrant menu with a curated craft cocktail program, offering franchisees an additional revenue stream and a unique market differentiator.

### *Fresh Vibes Only*

Our vibes were born on the streets of South Beach Miami, and we still bring that energy. With fixtures, finishes, and a curated playlist designed to set the stage and stand

out, our guests and associates keep coming back for their daily dose of fresh vibes.

### *Franchise Support & Operational Systems*

From comprehensive training to marketing assistance and operational guidance, Lime Fresh provides franchisees with the tools and resources they need to grow.

### *A Community-Focused Culture*

Lime Fresh franchisees don't just serve great food, they become part of the communities they serve. Through initiatives like the "LIME Chips In" give-back program, our franchise partners make a real impact while building strong local connections.

### *FTC Protection & Franchisee Rights*

Franchising with Lime Fresh comes with built-in transparency and legal protections. The Federal Trade Commission (FTC) oversees franchising regulations to ensure fair and ethical business practices. Before signing on, every franchisee receives a Franchise Disclosure Document (FDD) outlining all terms, fees, and responsibilities, ensuring full transparency in the partnership.

With a bold brand identity, strong customer loyalty, and scalable business operations, Lime Fresh offers franchisees an opportunity to grow within a thriving industry. Now's the time to bring bold flavors and fresh vibes to your market!



# The Lime Fresh Franchise Opportunity

## Fresh, Innovative, and Experiential – A New Take on Fast-Casual

Lime Fresh Mexican Grill offers a unique, high-energy fast-casual concept that blends bold flavors, fresh ingredients, and an immersive dining experience. Our chef-driven menu, full bar component, and commitment to hospitality set us apart from traditional Tex-Mex restaurants.

As a Lime Fresh franchisee, you'll not only own a restaurant, but you'll be part of a movement. Our model is designed for growth, and efficiency, providing you with the tools, training, and support needed to thrive in a competitive industry. From site selection to grand opening, we work closely with our franchisees to ensure they are set up for growth and profitability. With a proven business model, operational support, and a strong brand identity, Lime Fresh is the fresh opportunity you've been looking for.

## Steps to Franchise Ownership

### Your Journey to Owning a Lime Fresh Franchise

- 1 Get in Touch**  
Reach out to our franchise team to explore the opportunity.
- 2 Introduction Call**  
Chat with us about your goals and learn what sets Lime Fresh apart.
- 3 Franchise Application**  
Submit your application so we can determine if we're the perfect fit.
- 4 FDD Review**  
Review the Franchise Disclosure Document to understand the investment and expectations.
- 5 Discovery Day**  
Visit one of our locations, meet the team, and experience Lime Fresh firsthand.
- 6 Sign the Agreement**  
Lock in your franchise and officially join the Lime Fresh family.
- 7 Training & Onboarding**  
Master operations, marketing, and hospitality with our expert training.
- 8 Grand Opening**  
Launch your Lime Fresh location with our full support!

**Are you ready to own a business that's as bold, fresh, and exciting as the food we serve? Let's build something great together—start your Lime Fresh franchise journey today!**





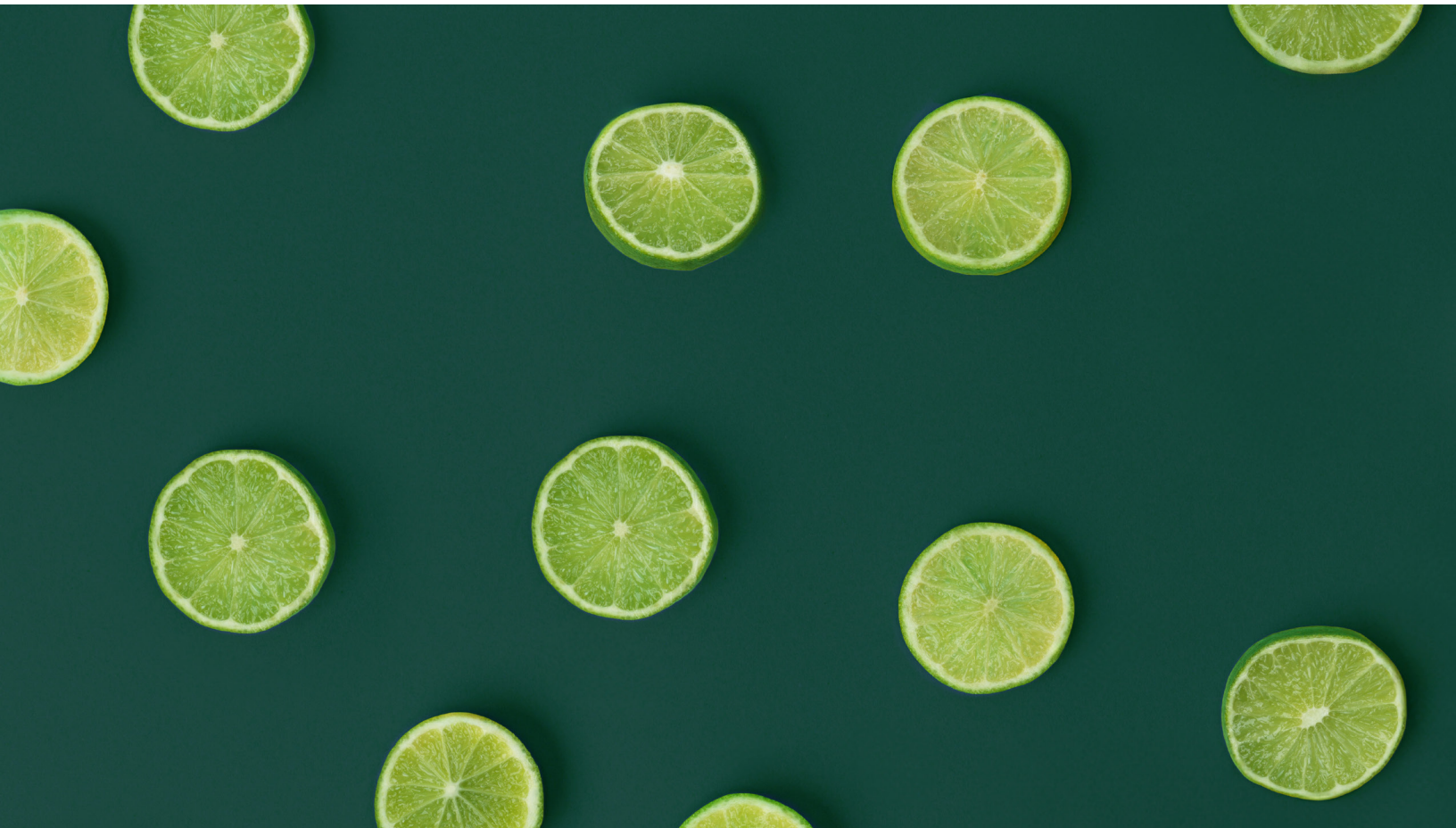


## Who We're Looking For

### The Ideal Lime Fresh Franchisee Profile

Lime Fresh Mexican Grill is looking for franchise partners who don't just want to own a restaurant, but want to create an experience. Our ideal franchisee is business-minded, hospitality-driven, and energized by great food, great people, and a great culture. Whether you're a multi-unit operator or a first-time franchisee, what matters most is having a hospitality heart, a passion for leadership, and a commitment to building a thriving, people-first business.

At Lime Fresh, we believe in "Practicing the Art of Hospitality." That means genuine connections, leading by example, and creating an environment where both guests and team members feel valued. While prior restaurant experience isn't required, successful franchise partners have an entrepreneurial mindset, a hands-on leadership style, and the drive to evolve and grow just like our brand. If you're ready to bring bold flavors, fresh ingredients, and an engaging, high-energy experience to your community, then Lime Fresh is the perfect franchise opportunity for you!







## Join the LIME Family!

### Bring Bold Flavors & Fresh Vibes to Your Location!

Are you ready to introduce a fresh, high-energy fast-casual experience to your community? Lime Fresh Mexican Grill offers a dynamic franchise opportunity that blends chef-inspired flavors, fresh ingredients, and a lively atmosphere with the support of an established brand.

Here's why Lime Fresh is the perfect opportunity for you:

- **An Established Business Model** – A streamlined, scalable concept designed for long-term growth.
- **Comprehensive Training & Support** – From site selection to marketing, we guide you every step of the way.
- **Multiple Revenue Streams** – Fast-casual dining, craft cocktails, catering, and online ordering.
- **Strong Brand Recognition** – A loyal fanbase and a brand that stands out in the fast-casual space.

**Ready to bring bold flavors and fresh vibes to your market?  
Take the next step and join the Lime Fresh movement today!**

### CONTACT INFORMATION:

LIME Fresh Mexican Grill Franchising  
EverFresh Endeavors, LLC

7901 4th St. N., Ste. 300, St.  
Petersburg, FL 33702

**Call:** 305-290-1813

**Email:** [franchising@limefresh.com](mailto:franchising@limefresh.com)

© 2025 LIME FRESH MEXICAN GRILL. ALL RIGHTS RESERVED.

THIS FRANCHISE SALES INFORMATION DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT (FDD). CERTAIN STATES REQUIRE THAT WE REGISTER THE FDD IN THOSE STATES. SUCH REGISTRATION, OR EXEMPTION, DOES NOT CONSTITUTE APPROVAL OF THE INFORMATION IN THE FDD BY THAT STATE AGENCY. THE COMMUNICATIONS HEREIN ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER TO SELL FRANCHISES IN THOSE STATES UNLESS WE HAVE REGISTERED THE FDD (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FDD TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.