



**XPERIENCE**  
RESTAURANT GROUP

**THE XPERIENCE IS EVERYTHING.  
AND EVERYTHING IS PART OF THE XPERIENCE.**

# CONTENTS

<b>MISSION</b>	<b>3</b>
<b>COMPANY VISION</b>	<b>4</b>
<b>ABOUT US</b>	<b>5</b>
<b>LEADERSHIP</b>	<b>7</b>
<b>GEOGRAPHY</b>	<b>9</b>
<b>OUR BRANDS</b>	<b>10</b>
<b>HIGH-LEVEL STATS</b>	<b>20</b>
<b>GROWTH PLAN</b>	<b>21</b>
<b>NEXT STEPS</b>	<b>22</b>

## MISSION

**THE FOOD.** THE PEOPLE. THE HISTORY.  
THE INGREDIENTS. THE FLAVORS. **THE RECIPES.**  
**THE INNOVATION.** THE VARIETY. THE RECOMMENDATIONS. THE STAFF.  
THE BARTENDERS. THE HOSTS. **THE PERSONALITY.**  
THE HOSPITALITY. **THE HEART.** THE DÉCOR.  
THE MUSIC. THE LIGHTING. **THE AMBIANCE.**  
**THE WARMTH.** THE CROWD. THE SCENE. THE ENERGY. THE VIBE.  
THE OLD. THE NEW. **THE NOW.**  
**THE ACCOLADES.** THE REVIEWS. THE WORD ON THE STREET.  
THE WELCOMING SMILE. **THE ATTENTION TO DETAIL.**  
**THE LOVE** OF WHAT WE DO AND FOR WHOM WE DO IT.

It's the intricate melding of these elements that makes the restaurants of Xperience Restaurant Group so iconic—inviting guests to return and guiding us as we look toward the future.

## COMPANY VISION

### A SOLEMN NOD TO OUR HERITAGE, **WITH A PASSIONATE FOCUS ON WHAT'S NEXT**

It was in 1954 that XRG's cornerstone El Torito first introduced Mexican casual dining to Southern California. More than a half a century later, Mexican fare is arguably one of the most beloved cuisines within the American dining experience.

With our broad portfolio of restaurants, XRG continues to honor the flavorful history of Mexican cuisine, organically growing existing stores and launching prosperous new outlets—while driving the future through culinary innovation and strategic acquisition.



## ABOUT US

### IDENTIFYING THE NAME ON THE DOOR BY THE SALSA ON YOUR CHIP... **AND WHY IT MATTERS TO XRG.**

Ten Mexican brands. Ten unique signature salsas. How is that possible?

For starters, each of XRG's restaurants boasts its own team of chefs—most of whom have decades of tenure. They are authorities who truly understand the origins of the cuisine, the history of the restaurant and the promise of the brand. It's how they're able to create and innovate solely and intimately with their specific guests in mind. Whether it's a new recipe, a quarterly chef special or a more ambitious menu update, each is developed from original, distinguishable staples that are endemic to a particular region and profile.



# ABOUT US

## HOSPITALITY IN THE HALLS OF OUR HEADQUARTERS

Our deep-rooted appreciation for our business and our brands extends to the corporate office as well. Most of the team members at our headquarters started in the restaurant business as hosts, servers or back-of-house staff. So each is instilled with the core values of the hospitality industry, like attentiveness, graciousness and the desire to make everyone feel welcome.

XPERIENCE RESTAURANT GROUP



# LEADERSHIP



## **RANDY SHARPE** CEO

Randy has nearly two decades of regional and national management experience at a variety of multi-concept restaurant chains and brings deep operational expertise to XRG. Prior to XRG, he served as SVP of Operations at Romano's Macaroni Grill, where he oversaw the restaurant operations and improvement of more than 80 company-owned and 20 franchised locations across the country.



## **NED ALGEO** CFO

Ned has been a finance executive for over 15 years in the hospitality, food and beverage, CPG, commercial real estate and telecom industries. Prior to XRG, Ned served as Vice President of Finance and Accounting at Mobilitie, the largest privately-held telecom infrastructure provider in the U.S. Ned earned his bachelor's degree in Economics from UCLA and an MBA from USC.



## **MIKE JOHNSON** SVP, OPERATIONS

Mike brings more than 20 years of restaurant operations experience including Facilities, HR and Training. He has an extensive background in developing leadership, implementing technology to better serve restaurant guests and improving companies' overall Key Performance Indicators.

# LEADERSHIP



## **GURU BABU** SVP, FINANCE & ACCOUNTING

With more than 12 years of core accounting and controllership experience in the retail industry, Guru brings XRG an invaluable audit compliance record. He has managed ERP implementation, transformation and integration projects in UK, Central Europe, Turkey and more recently on the East Coast.



## **STACIE MORN** SVP, HUMAN RESOURCES

Stacie has a combined 14 years of Human Resources and Operational experience. Stacie started her career as a food and beverage operator on the Las Vegas Strip and made the transition to Human Resources as an HR Manager for the luxury hospitality company Hakkasan Group. Stacie earned her BA degree in Psychology from University of Nevada, Las Vegas.

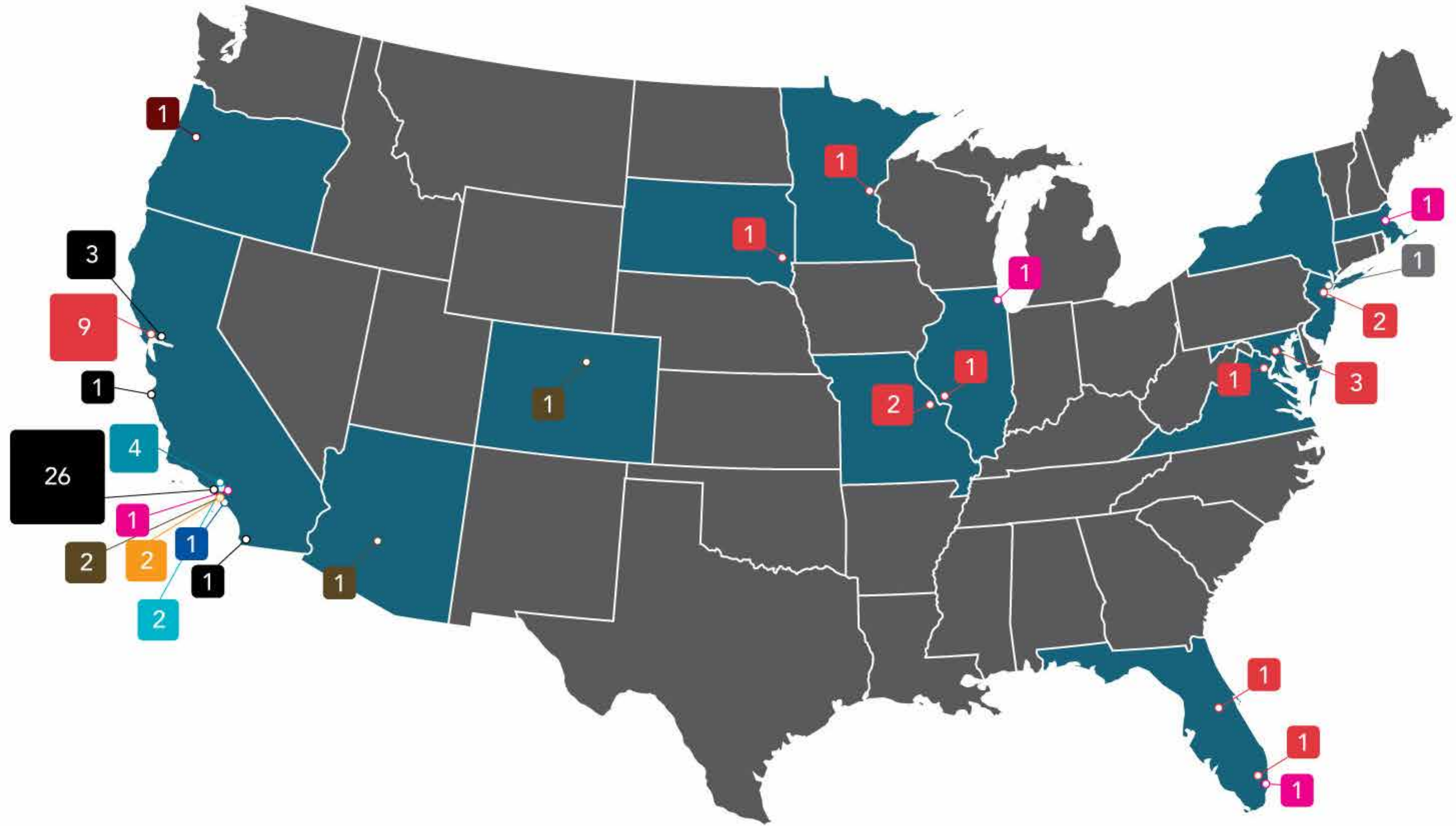


## **JASON PEROVICH** VP, INFORMATION TECHNOLOGY

Jason has 18 years in the Hospitality Technology industry. He has worked for companies such as Custom Business Solutions, Simms Restaurants and Café Gratitude/Gracias Madre. Most recently, he was with Pieology Pizzeria, where he provided technology leadership and supported over 130 corporate and franchise locations.



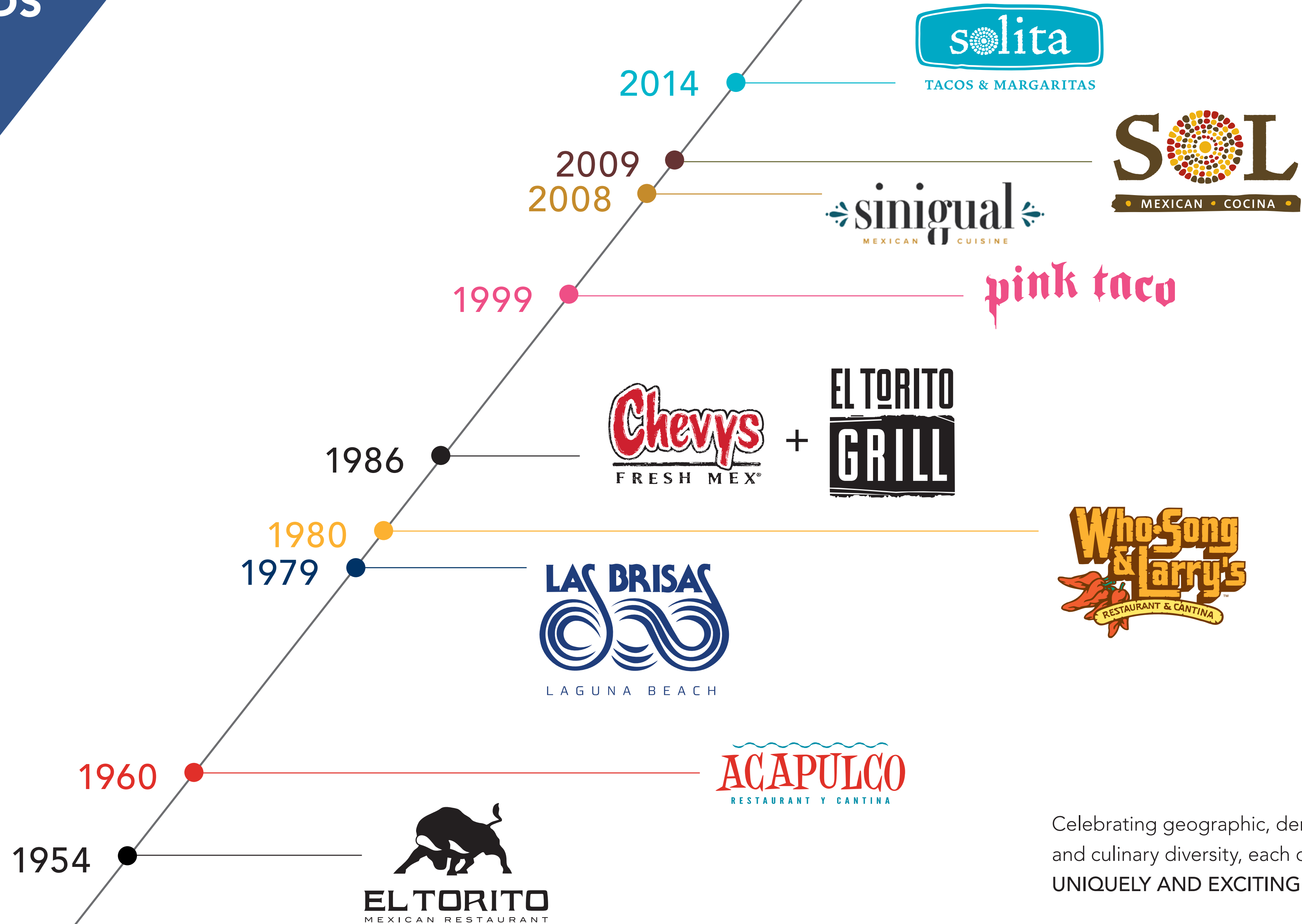
# GEOGRAPHY



## XPERIENCE 72 LOCATIONS NATIONWIDE



# OUR BRANDS TIMELINE



Celebrating geographic, demographic and culinary diversity, each of our brands is **UNIQUELY AND EXCITINGLY XRG.**

## OUR BRANDS



### THE LEGENDARY EL TORITO EXPERIENCE

When Larry Cano opened the first El Torito in 1954, he didn't simply transform a rundown tiki bar into a bustling Mexican restaurant, he launched a revolution. Legend has it that El Torito was seminal in popularizing Mexican restaurant staples like the frozen margarita, tableside guacamole and sizzling fajita platters—as well as the best occasions to enjoy them, like Taco Tuesday and Cinco de Mayo.

To this day, El Torito is a destination where exceptional hospitality creates uniquely memorable experiences. Where our welcoming haciendas provide the perfect setting for the most popular Mexican meals. And where the genuine warmth that Mr. Cano made famous makes everyone feel like they're part of our family.

*"El Torito has sustained my family for half a century. And it all started with Señor Cano. At this company, we didn't just find work. We found a home."*

*-Executive Chef Arturo Castillo*



## OUR BRANDS

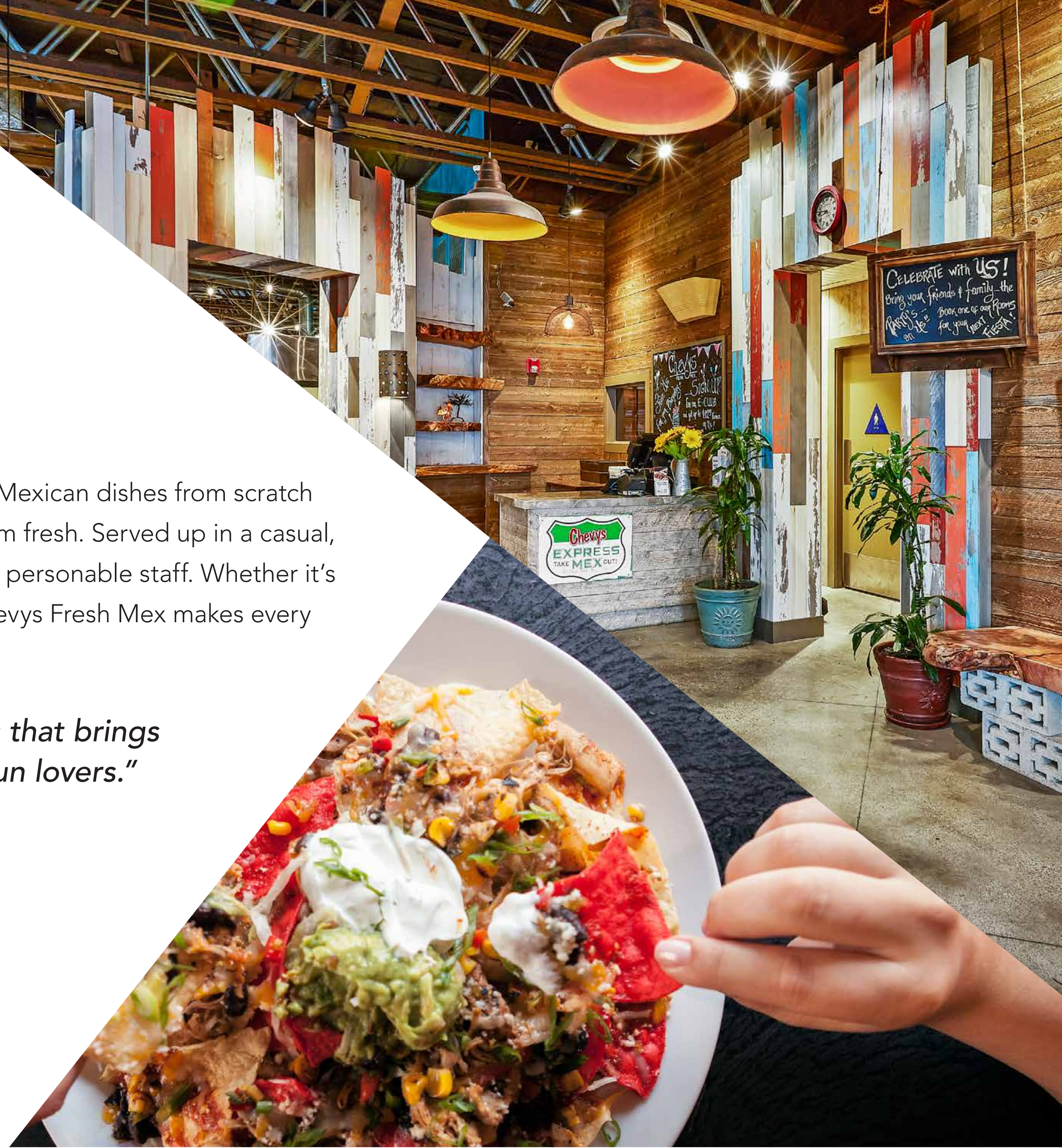


### THE FUN, FOOD & FIESTA CHEVYS EXPERIENCE

Since 1986, Chevys has been creating traditional Mexican dishes from scratch every day. California inspired. Mesquite fired. Farm fresh. Served up in a casual, energized atmosphere by Chevys passionate and personable staff. Whether it's dinner with friends or just lunch with the kids, Chevys Fresh Mex makes every experience extraordinary.

*"It's a one-of-a-kind fiesta of the senses that brings together food lovers, spice lovers and fun lovers."*

- Chef Carlos Franco



## OUR BRANDS



### THE UNFORGETTABLE BAJA SOL EXPERIENCE

Inspired by many surf trips down the peninsula—which included eating wood-grilled tacos and fresh seafood ceviches at roadside stands—SOL captures the uniquely fresh, simple coastal cooking of Baja in an elevated dining setting. Authentic Mexican roots with innovative California flair, it's a feeling you'll never want to leave behind.

*"We aren't settling on what we are known for or what made us famous. Inspired by our frequent trips to Mexico, we're always learning and growing."*

*-Chef Andreas Miramontes*



## OUR BRANDS

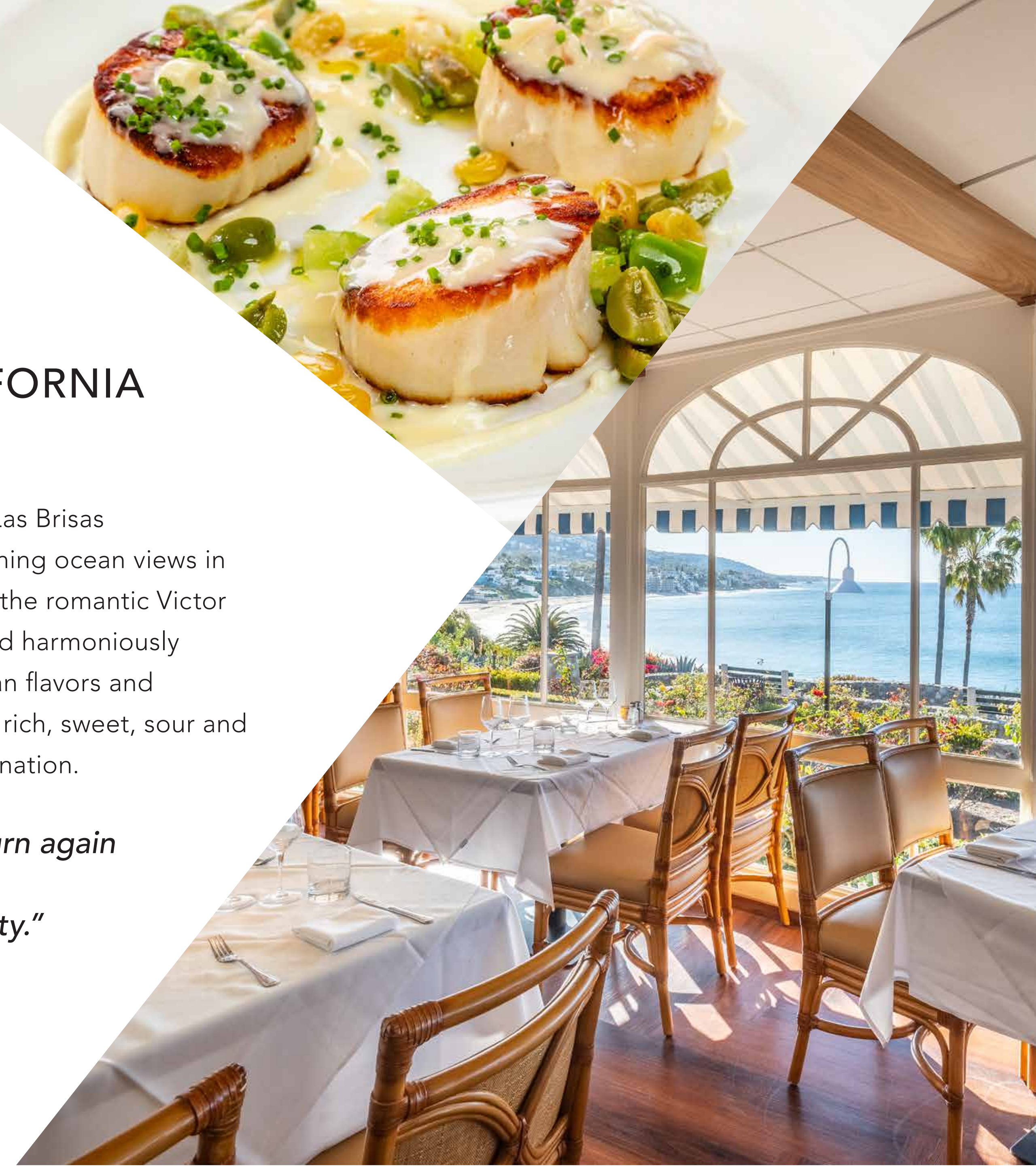


### THE CLASSIC COASTAL CALIFORNIA LAS BRISAS EXPERIENCE

Perched above the scenic Laguna Beach coastline, Las Brisas delivers classic Southern California cuisine and stunning ocean views in a setting that retains all of the beauty and charm of the romantic Victor Hugo Inn it replaced in 1979. Las Brisas elegantly and harmoniously infuses its sea-to-table menu with traditional Mexican flavors and impeccable service. The result is layer upon layer of rich, sweet, sour and spicy flavors that have made it a world-famous destination.

*“Drawn by the stunning setting, guests return again and again for the extraordinary meals, our delectable drinks and heart-driven hospitality.”*

*-Chef Michael Gaines*

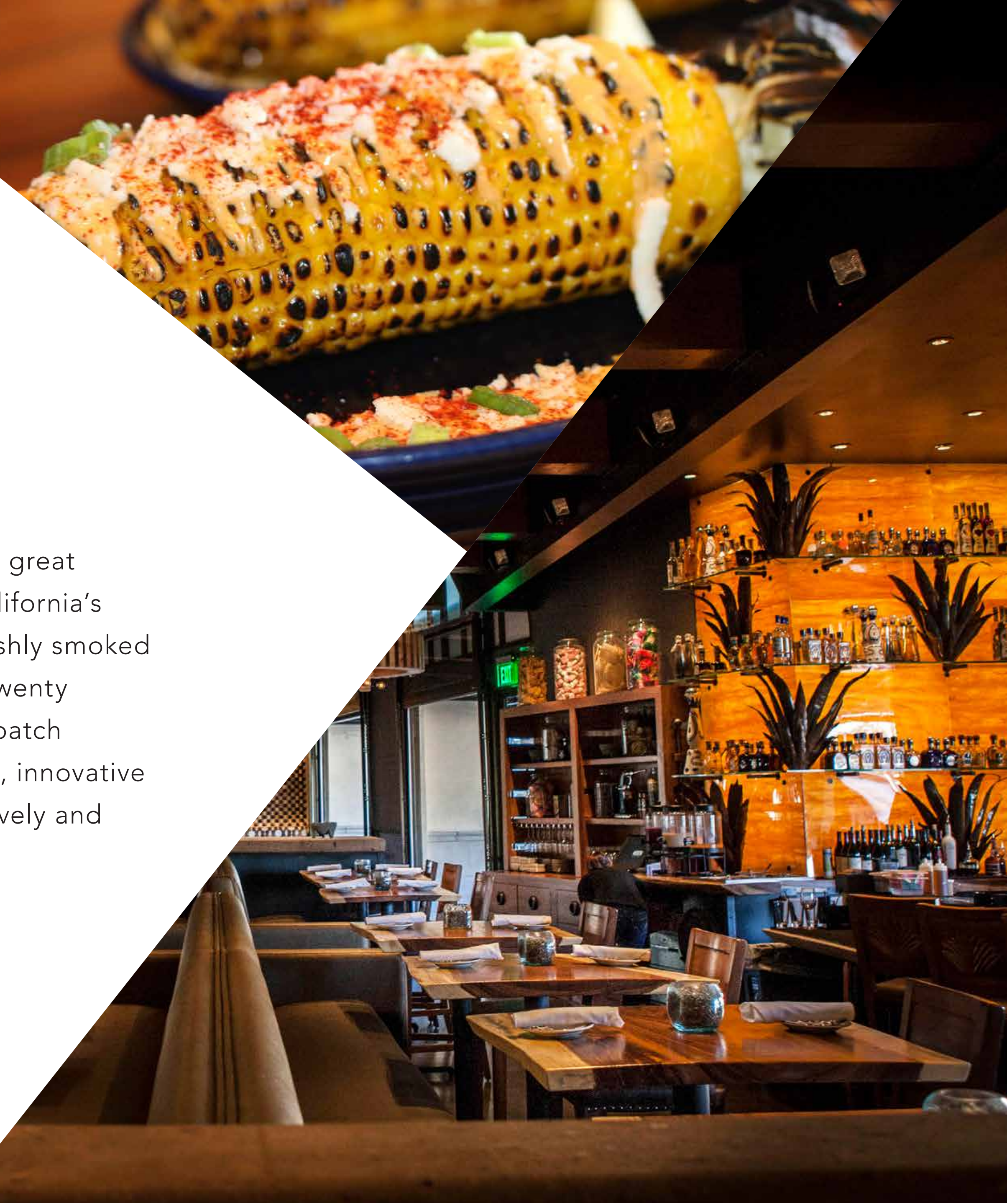


## OUR BRANDS



### THE LAIDBACK **SOLITA EXPERIENCE**

Solita is an expression of the things that bring us joy: great Mexican food, dynamite margaritas and Southern California’s carefree lifestyle. From the famous charro tacos—freshly smoked on an oak-fired Santa Maria grill—to the more than twenty distinctive, fresh-made salsas and the seventy small-batch Mexican tequilas and mezcals, Solita’s vibrant cuisine, innovative hand-crafted drinks and friendly atmosphere prove lively and leisurely can coexist.



## OUR BRANDS

**pink taco**

### THE EPIC PINK TACO EXPERIENCE

From the pink walls and sugar skull décor, to the music coming out of the speakers, to the iconic fleet of taco trucks on the street, it's obvious Pink Taco does dining differently. This innovative, uncomplicated vibe becomes even clearer as you dig into the farm-fresh food and drinks. Showcasing a variety of food moods, Pink Taco's playfully presented scratch menu swings from light to rather decadent.



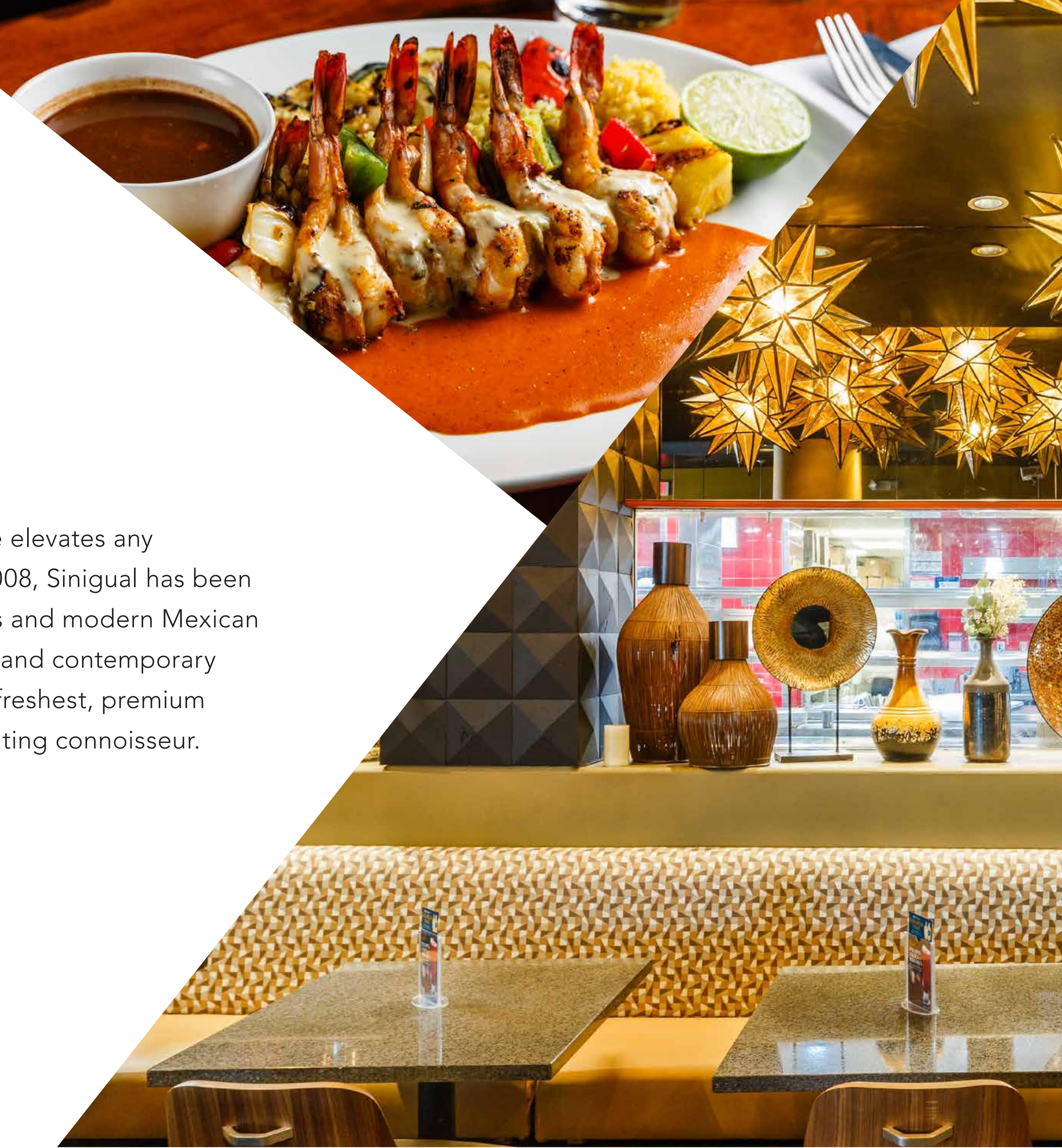


## OUR BRANDS

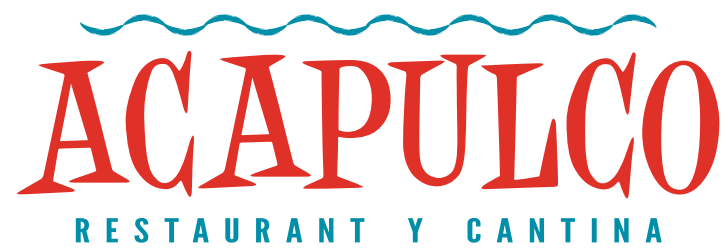


### THE ELEVATED, EARTHY SINIGUAL EXPERIENCE

Sinigual's energetic and unobtrusive ambiance elevates any occasion to a memorable experience. Since 2008, Sinigual has been celebrating the art of food, handcrafted drinks and modern Mexican dining in NYC. The creative exhibition kitchen and contemporary cantina prepare every dish and drink with the freshest, premium ingredients to satisfy even the most discriminating connoisseur.



## OUR BRANDS



### THE RESORT-INSPIRED ACAPULCO EXPERIENCE

Bringing a bit of paradise to the neighborhood, Acapulco celebrates the experience and flavors of the Mexican Riviera and merges them with Californian freshness and innovation. It's where locals gather with friends and family for great food, heartfelt hospitality and the joy of an everyday escape. Since our first cantina opened in 1960, Acapulco restaurants have been hidden gems that always provide simple surprises.



## OUR BRANDS

**EL TORITO  
GRILL**

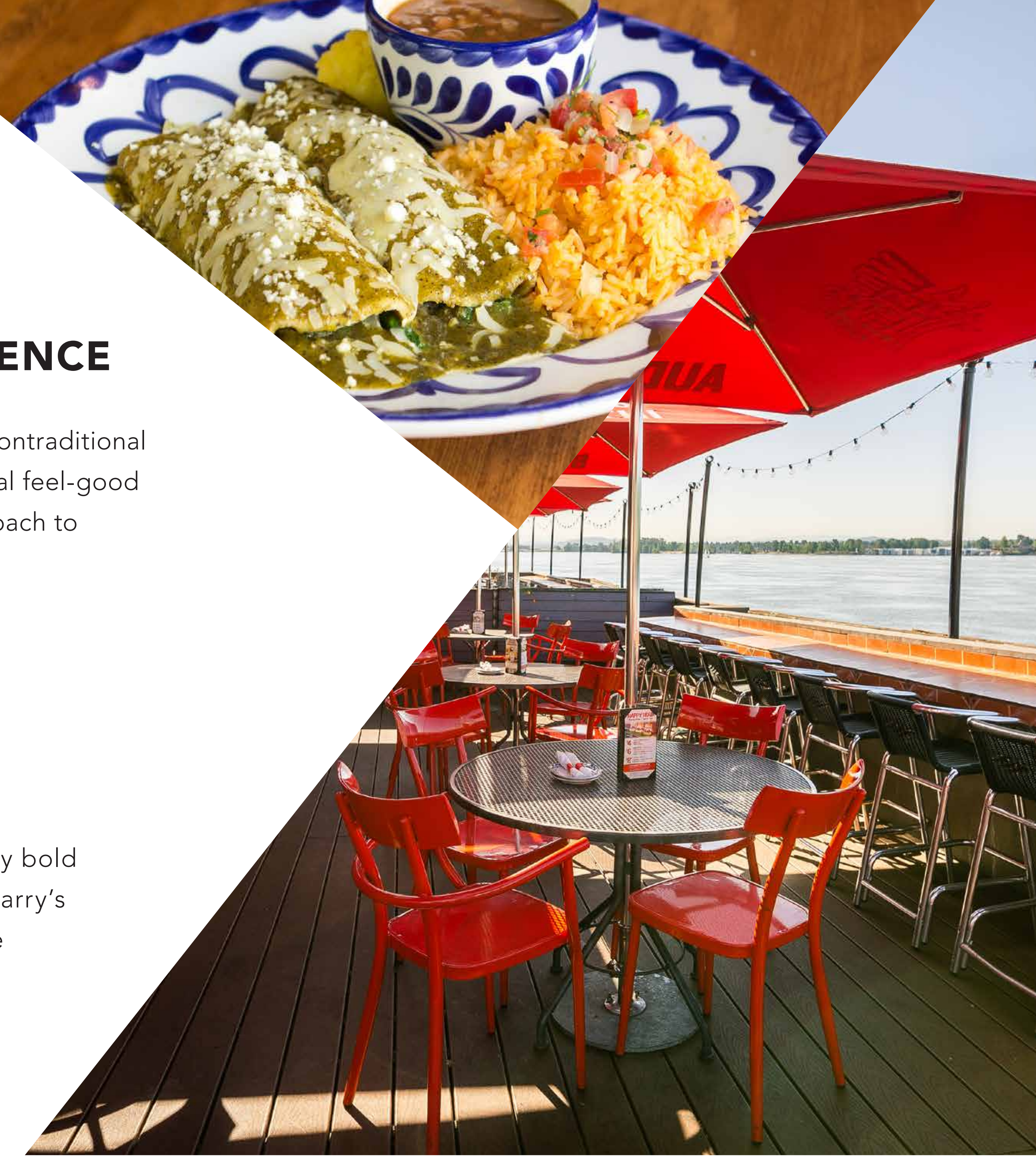


### THE REVOLUTIONARY EL TORITO GRILL EXPERIENCE

Keeping the Mexican revolution alive with a nontraditional yet refined taste, El Torito Grill is quintessential feel-good Mexican food that brings a more casual approach to craveable Mexican cuisine.

### THE UNCONVENTIONAL WHO-SONG & LARRY'S EXPERIENCE

Ridiculously great food and drinks, recklessly bold with no sense of boundaries, Who-Song & Larry's is a Cal-Mex dining and drinking experience without borders or inhibitions.



**HIGH-LEVEL  
STATS**

**4,000**

employees,  
75% minority

O.C. Register named us  
one of the 2019 & 2020

**TOP WORK  
PLACES**

Operations in 20  
metropolitan areas &

**14 STATES**

**25**

restaurants renovated  
in 2019 & 2020

**10MM**

customers annually

Average lease term of

**OVER 10  
YEARS**

# GROWTH PLAN

## MAXIMIZING THE XPERIENCE

A sampling of how we're setting the tone for successful partnerships and future growth:

- Refreshing spaces; 25 remodels in 2019 and 2020
- Innovating culinary offerings with LTOs, Happy Hour programs and increased oversight
- Focusing on younger, growing populations with cleaner menu options and our scratch kitchens
- Optimizing restaurant operations and creating scalable organizational systems
- Reducing inefficiencies, overhead costs and discounting
- Revitalizing communications through CRM, our websites and intelligent marketing partnerships
- Investing in the evolution of off-premise sales
- Partnering with companies that share our highly collaborative, growth mindset





## FEELING THE **XRG ENERGY?**

Join us to collaborate with a group that extends its legendary hospitality to every partnership it forms.