



# NEW RESTAURANT OPENING PLAYBOOK

**QDOBA**

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## ► WELCOME TO QDOBA

Opening a new restaurant is a big moment. It's exciting, it's energizing, and yes — it can feel like a lot. That's why we created this playbook: to be your go-to guide for building excitement, getting your team ready, and opening your doors with confidence.

Whether you're brand new to QDOBA or you've been part of the family for years, this playbook will help you bring our bold flavors to your community, one step at a time.

To help ensure a strong Grand Opening, we require that you invest between \$10,000 and \$25,000 in Grand Opening advertising. You're welcome to spend more if desired. This NRO Playbook outlines a variety of suggested programs and marketing options to support your launch, but you're also free to work with the vendors of your choice.

As the final step in your FranConnect tasks, you'll need to upload all invoices from your Grand Opening activations and submit event details to your store profile for future reference.

### **Inside, you'll find everything you need to:**

- Build buzz in your neighborhood
- Get your restaurant and team ready for guests
- Host a smooth and successful grand opening
- Keep the energy going well after opening day

This isn't a one-size-fits-all approach. Every community is different, and we want you to bring your local flavor to the table. Throughout this guide, you'll find helpful tools, checklists, and ideas — plus a few optional ways to make your opening even more successful.

We'll walk you through the entire timeline, from 17 weeks out to your big day and beyond, all in an easy-to-follow way. And don't worry — even after you open, we've got ideas to keep your restaurant top of mind and growing strong.

Let's get started, and get ready to share QDOBA's mouthwatering flavors with your new neighbors.

**Welcome to the QDOBA family. We're glad you're here.**



## PREOPENING:

# ▶ 17 WEEKS PRIOR TO OPEN

Your journey kicks off with your **welcome letter** from the QDOBA team as a task on **FranConnect**. It's packed with helpful links and vendor info to set you up for success from the very beginning.

[FranConnect](#) is our digital hub for New Restaurant Openings. It keeps all your tasks and timelines in one place, so you can track your progress as you prepare for your opening day.

To support you every step of the way, the QDOBA Marketing Team hosts **quarterly NRO (New Restaurant Opening) webinars**. These sessions highlight best practices and introduce you to some of our trusted vendor partners.

**Can't attend live?** No worries—recordings will be available anytime on the QDOBA Brand Portal for your convenience.



### PRO TIP:

Check your Welcome Letter for the upcoming webinar schedule, or connect with your Franchise Business Consultant (FBC) to stay in the loop.

## MEET YOUR OPENING PARTNERS

Here are a few of the key partners you'll be working with along the way:

### RR DONNELLEY (RRD) / STOREFRONT

Your go-to for printing all your in-restaurant materials. From banners to "Now Open" signs to your mandatory NRO Kit, they've got you covered. You'll also order things like Free Entrée Cards and limited-time offer materials here.

- **First step:** Set up your Storefront account. [Click here to get started](#)
- **Already have an account?** You'll still need to set up a profile for your new restaurant.
- **Mandatory NRO Kits:** You may choose to auto-ship your NRO Kit in the NRO Kit section of the account set up form. Auto-shipped NRO kits will ship approximately 4 weeks before your selected opening date.
- **Need help?** Reach out anytime: [QDOBAsupport@RRD.com](mailto:QDOBAsupport@RRD.com)

Your NRO Kit includes the essentials you'll need to get your restaurant set up before your training team arrives.

### WHAT'S IN THE KIT?

- Hours of Operation Cling
- Sneeze Guard Clings
- QDOBA Rewards materials
- Recipe cards
- POS Crash Kit
- And more helpful tools

### ALLIANCE MARKETING PARTNERS (AMP)

AMP specializes in making your grand opening an event to remember. From event planning and social media campaigns to community outreach and influencer partnerships, AMP has a range of packages to fit your needs.

**Next step:** Fill out the [Grand Opening Support Form](#) to connect with AMP and explore your options.

**Need help?** Contact [qdoxa@alliancemarketingpartners.com](mailto:qdoxa@alliancemarketingpartners.com) for more info.

### iHEARTMEDIA

Audio still works — and it works especially well for grand openings. We've teamed up with iHeartMedia to offer radio ads, live reads, and on-air giveaways that get people excited about your opening.

**Next step:** Once you've filled out the [Grand Opening Support Form](#), their team will reach out soon.

## CHECK HIGHWAY SIGNAGE AVAILABILITY

If your location is near a highway, this is a great way to increase visibility. Email [dot@odn.agency](mailto:dot@odn.agency).

#### INCLUDE:

- Restaurant address
- Exit name and number
- Highway details

We'll help you find out what signage options are available.



## ▶ 16 WEEKS PRIOR TO OPEN

### START SPREADING THE WORD

With your account set up and your team of partners in place, it's time to start generating buzz. Let your future guests know that something exciting is coming to their neighborhood! Installing signage early builds anticipation and helps set the stage for a successful grand opening.

### ORDER PREOPENING SIGNAGE

Good signage creates curiosity and gets people talking. Think of it as your restaurant's first handshake with the community. It's wise to check signage requirements in your municipality for any potential signage restrictions.

Place your order through RRD/Storefront for:

- Coming Soon banners
- Now Hiring signs



### DON'T FORGET TO ORDER YOUR "NOW OPEN" SIGNS, TOO

Make sure yard signs at intersections don't block drivers' views — we want to keep things safe and keep those signs up!

- Feather flags
- Window clings
- "Now Open" banners

#### READY TO ORDER?

Find everything here: [New Restaurant Opening > Optional](#)

[Click here to start your order](#)



#### PRO TIP:

Place signs where they'll catch attention — facing busy streets or high-traffic areas near your location.

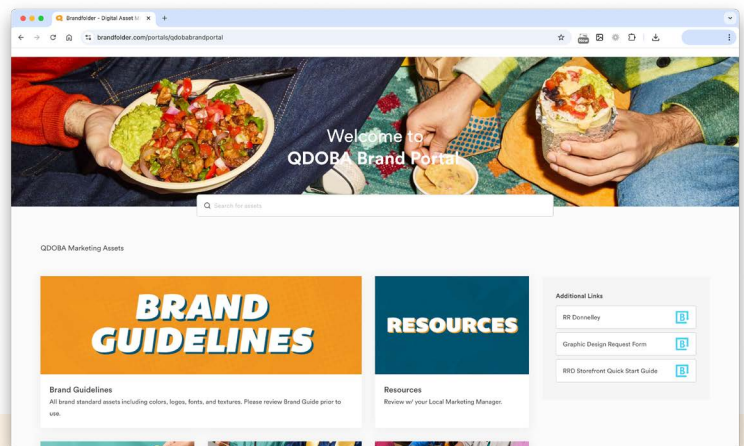
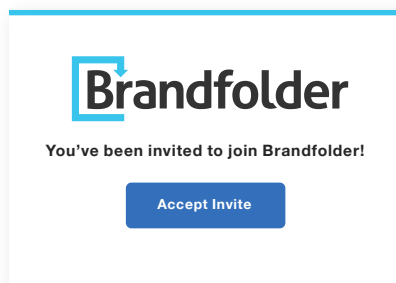
## SET UP YOUR BRAND PORTAL ACCOUNT

The QDOBA Brand Portal is your one-stop shop for all your marketing materials — editable flyers, catering sales tools, brand photography, and more. It's designed to make your local marketing easy and on-brand.

### TO GET STARTED:

1. Email Brand Performance Support (BPS) [brand@qdoba.com](mailto:brand@qdoba.com) and let them know who from your team needs access.
2. You'll receive an email from Brandfolder with setup instructions.
3. Be sure to select **"Or, sign up for a Brandfolder account"** when you get your invite. (That's an important step!)

Once you're in, take some time to explore. You'll find plenty of helpful resources to support your opening and beyond.



## SET UP YOUR RESTAURANT MUSIC PLAYER

All new QDOBA restaurants use **Mood Media Harmony** players for in-restaurant music. This is part of a unified system playlist designed to ensure a consistent guest experience across all restaurants.

The cost is \$20 per restaurant, and setup is required during preopening.

To get started, contact [Mood Media](#) to coordinate installation and activation.



## UNDERSTAND YOUR TRADE AREA (LEARN THE NEIGHBORHOOD!)

Before opening, it's important to get a clear picture of who's nearby — not just guests, but potential partners, competitors, and opportunities. This work helps you plan smarter, connect faster, and set your restaurant up for long-term success.



### HERE'S WHAT TO LOOK FOR:

- **Hospitals and medical offices** — great potential catering clients.
- **Schools and sports teams** — consider fundraising partnerships or catering school events.
- **Local businesses** — perfect for queso & chips drops and future catering.

Once your Trade Area Analysis is complete, upload it to FranConnect. You can find [the template on Brand Portal](#) or under your 16-week tasks in FranConnect.

### PRO TIP:



Take a drive (or a walk) within a 1–5 mile radius of your restaurant. Use Google Maps, and don't forget to tap into your team's local knowledge — they might know hidden gems in the area!



## KNOW YOUR COMPETITION

Take time to get to know the other restaurants and businesses in your area.

### LOOK FOR:

- Menu pricing and specials
- Hours of operation and busy time periods
- Whether they do fundraisers or work with local schools and teams
- If they're active in the community through events or sponsorships

Talking to staff at these locations can give you helpful insight into how they attract guests — and where you might stand out.

## YOUR TARGET AUDIENCE

Every neighborhood is a little different — some are tight-knit, while others are fast-paced and spread out. Take note of who's nearby and think about what will connect best with them.



### IS YOUR AREA:

- Suburban or exurban? Focus on community connections and family-friendly offers.
- More rural? Local signage and partnerships go a long way.
- Urban? Think about high-visibility media like billboards or transit ads.

## DIGITAL MENU BOARD SETUP WITH STRATACACHE

This is the time to start the process for your digital menu boards (DMBs). It requires a bit of lead time — so the earlier you get moving, the smoother things will go.

### START HERE:

- Email your Franchise Business Consultant (FBC) to begin the setup process.
- Once the FBC makes the introduction, email [IT.Support@qdoba.com](mailto:IT.Support@qdoba.com) to start the ordering process.

### WHAT TO EXPECT:

Stratacache will request a location survey, payment, and completed forms. They require **at least 45 business days of lead time** for installation — so getting these steps done early is important.

All forms and payments must be submitted **at least two weeks prior to your target install date** to ensure proper shipping and scheduling.

**Need Help?** For any issues after installation, you can reach out to [IT.Support@qdoba.com](mailto:IT.Support@qdoba.com) for support.

## FINALIZE YOUR MENU PRICING

You'll receive a Pricing Spreadsheet as part of your NRO process. Work with your FBC to complete it.

### WHEN YOU'RE DONE, SEND IT TO:

- **POS Menu Team:** [pos.menuteam@qdoba.com](mailto:pos.menuteam@qdoba.com)
- **RRD:** [qdobasupport@rrd.com](mailto:qdobasupport@rrd.com)

This ensures your pricing is locked and loaded for opening day.



## SET UP COLLEGE MEAL CARDS (IF APPLICABLE)

If your restaurant is near a college campus, joining the school's meal card program is a great way to reach students.

Work with the school to complete any contracts and get setup details. Send their requirements to [IT.NROSupport@qdoba.com](mailto:IT.NROSupport@qdoba.com) to get started.

The college will supply their payment device, and we'll help you get connected.

With these pieces in place, you're setting yourself up for a strong start. You've got your community awareness in motion, your menu and signage on track, and you're laying the groundwork for meaningful local partnerships.

### Next Up:

**12 Weeks Prior to Open — let's get your full game plan in place for a successful launch.**

## ▶ 12 WEEKS PRIOR TO OPEN

### TIME TO BUILD YOUR GRAND OPENING GAME PLAN

Your accounts are set up, your signs are on the way, and you're starting to connect with your community. Now, it's time to map out your grand opening strategy and set the stage for a successful launch.

### SET YOUR STRATEGY

Every community is different. In some places, people already know and love QDOBA. In others, you might be the first to bring our handcrafted, flavor-packed menu to town.

#### IF YOU'RE OPENING IN A NEW MARKET, FOCUS ON BUILDING AWARENESS:

- Use local media to introduce the brand.
- Consider digital campaigns, radio spots, and eye-catching billboards.
- Think about community outreach and early connections with local businesses.

#### FOR ESTABLISHED MARKETS, LEAN INTO LOCAL ENERGY:

- Highlight your specific location and what makes it special.
- Drive excitement with promotions and familiar favorites.

### CONSIDER BUILDING A STREET TEAM

A street team is a simple, effective way to create local buzz. It's about making real connections in your community — and a great way to get out there, introduce yourselves, and spread the word.

#### YOUR STREET TEAM CAN:

- Visit nearby businesses with flyers and bounce-back coupons
- Hand out QDOBA branded merchandise
- Invite people to your grand Opening and future events

If you're partnering with **AMP**, they can handle this for you as part of their grand opening support package.



## EXPLORE AMP'S GRAND OPENING PACKAGES

AMP is here to help make your grand opening as smooth and successful as possible. Their packages are flexible, so you can choose the support that fits your goals and budget.

### THEY OFFER:

- Event planning and management
- On-site event support
- Street teams
- Public relations outreach
- Local influencer partnerships
- Community engagement and more

**Next step:** Check out AMP's [Grand Opening Support Form](#) to see your options and get connected. And if you're considering radio ads or live reads, check out the options from iHeartMedia.

**Prefer to handle the event yourself?** No problem. You can use your own team or local partners to bring your event to life.



## QUICK CHECKLIST

### BY NOW, YOU SHOULD HAVE:

- A growing list of community contacts
- Your signage on the way
- Digital menu boards and pricing in progress
- A working plan for your grand opening event

**You're well on your way to a strong, confident opening.**

**Next up:**  
**9 Weeks Prior to Open — let's get your materials ordered and your restaurant ready to welcome guests.**

## ▶ 9 WEEKS PRIOR TO OPEN

### GETTING READY FOR THE BIG DAY

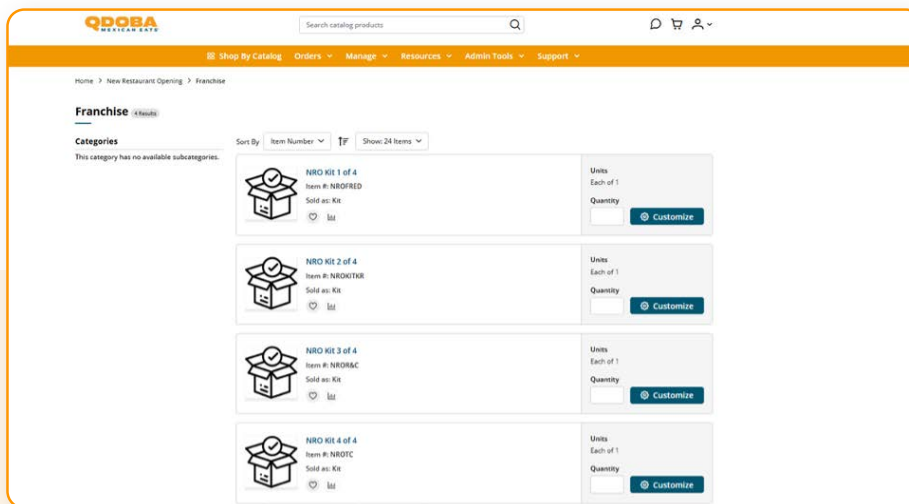
You're getting closer to opening, and now it's time to pull together all the details that bring your restaurant to life. Think of this as your prep phase — ordering materials, finalizing branded merchandise, and making sure everything is ready to welcome your first guests.

### ORDER YOUR NRO KIT FROM RRD

If you chose the auto-ship option, then no further action is necessary. If you did not choose the auto-ship option follow below:

#### ORDER YOUR KIT HERE:

[RRD](#) > [NRO](#) > Franchise (make sure you order all 4 kits for your location)



### ORDER BRANDED MERCH FOR YOUR OPENING

Having QDOBA branded merchandise on hand adds an extra layer of fun to your Grand Opening — and it helps make those early community visits even more memorable.

#### YOU HAVE A COUPLE OF OPTIONS:

- Order locally through a preferred vendor
- [Order through Silk Screen Shirts Inc.](#) via the NRO & Merchandise tabs.

If you're working with AMP for your grand opening, they'll handle branded merchandise as part of your package.



## LOCK IN YOUR GRAND OPENING PLANS

By now, your grand opening game plan should be coming together.

### DOUBLE-CHECK THAT YOU HAVE:

- NRO Kit ordered
- Branded merchandise on the way
- AMP or your event partner lined up (or your internal plan mapped out)
- POS codes in progress for any special offers. Below are the steps to request unique codes for your coupons with offers.
- Email [pos.menuteam@qdooba.com](mailto:pos.menuteam@qdooba.com) with the subject line **POS Code Request**. Make sure to include your restaurant number, offer details, start and expiration date, if the offer is in-restaurant only, and any offer restrictions. We recommend that the offer is not valid with additional offers or discounts and is not valid on third party orders.

This is the moment to confirm your timeline and make sure you're set up for a smooth, stress-free opening.



### PRO TIP:

Branded merchandise isn't just for event day. Use it during preopening food drops or community visits to keep your brand top of mind.

Next up:

Preopening 2–4 Weeks Prior to Open — this is where you really start connecting with your community and building excitement.



## ▶ 2-4 WEEKS PRIOR TO OPEN

### **BUILD EXCITEMENT IN THE COMMUNITY!**

At this stage, your focus should be on making meaningful connections and spreading the word that QDOBA is coming to town. Establishing a strong local presence now lays the groundwork for loyal guests down the road — especially when you're visible, approachable, and engaging.

### **Leverage Your Greatest Asset: Your Team**

Identify someone on your staff who's:

- Outgoing and energized
- Passionate about QDOBA
- Familiar with the local area
- Naturally hospitable and not shy about striking up a conversation

This person can serve as your QDOBA Brand Ambassador, helping to create real, personal connections in the community before doors open.



#### **FOCUS ON TWO KEY OBJECTIVES:**

##### **1. Brand Education**

- Help the community get to know who we are and what we bring to the table.
- Bring QDOBA branded merchandise with you when visiting local businesses and schools.
- Host a preopening training event or preview for community VIPs.
- Offer surprise food drops (like chips and queso) to nearby businesses — they go a long way in building good will and early trial.



##### **2. Spread the Word that QDOBA is Coming**

- Start creating excitement that lasts beyond opening day.
- Reach out to local nonprofits, youth sports leagues, and faith-based or civic groups to start relationships for future partnerships.
- Gather contacts for sponsorships, school events, and fundraisers you can support after opening.

**The more you show up now, the easier it will be to drive loyalty later.**



#### **PRO TIP:**

Joined the Chamber of Commerce or a local business group? Show up to their events and grand openings. It's a great way to connect and see how others kick things off.



## GET TO KNOW YOUR COMMUNITY

Spend time getting familiar with the people and organizations nearby.

### DRIVE OR WALK THE 1-5 MILE RADIUS AROUND YOUR LOCATION AND TAKE NOTE OF:

- **Local government:** Mayor's office, town council, first responders, city departments
- **Local businesses:** Medical offices, gyms, realtors, banks, libraries, salons, and office parks
- **Schools:** PTA leaders, teacher groups, booster clubs, college student leaders, faculty
- **Faith-based, civic, and family groups:** Youth sports teams, parenting orgs, volunteer circles
- **Chamber of Commerce** contacts and community VIPs
- **Nonprofits** with a visible community presence
- **Apartment complexes,** churches, senior centers, shopping centers, military bases, and radio stations

These are your future guests, catering partners, and event collaborators.

## CONNECT THROUGH FOOD

This is your time to show up and make a great first impression — with food, friendliness, and something memorable.

### HERE'S WHAT YOU CAN DO:

- **Drop off chips and queso** to local businesses and community organizations. Bring branded merchandise when you can — small giveaways help people remember you.
- **Leave flyers** to let people know you're opening soon. You'll find customizable [Coming Soon](#) and [Bounce Back Flyers](#) on the Brand Portal.
- Be sure to request POS codes in advance: email [pos.menuteam@qdooba.com](mailto:pos.menuteam@qdooba.com) to get those set up.
- **Bring catering collateral** if you plan to launch with catering. Evergreen and monthly catering assets are available under the Catering tabs in the Brand Portal.
- **Give yourself printing time.** If you're printing flyers or branded merchandise locally, plan ahead so you're not scrambling during your opening week.





## MAKE IT PERSONAL

Your energy and enthusiasm will go a long way here. When you show up for your community, they'll show up for you.

This isn't about big marketing moves — it's about real, simple moments of connection. A quick chat, a sample of queso, or a friendly introduction can turn a neighbor into a loyal guest.



### PRO TIP:

When you drop off food, include a handwritten note and a business card with your name and opening date. A personal touch — plus queso — makes you easy to remember.

## AMPLIFY THE EXCITEMENT BEFORE YOU OPEN

Let's get the word out — and make it count.

In the weeks leading up to opening day, it's the perfect time to introduce your restaurant to the neighborhood. Whether you're hosting preview events, running local media, or making a splash on social, this is your chance to build awareness, create energy, and welcome future guests into the QDOBA experience.

You don't need to do everything — just choose what works best for your market and your team.

### 1. PUBLIC RELATIONS (PR)

- Opening a QDOBA is newsworthy — so make headlines! With the right press outreach, you can generate excitement and build early credibility in your community
- You're welcome to partner with any PR firm of your choice
- If you're not sure where to start, AMP offers PR services as part of their support tiers. Contact [qdoba@alliancemarketingpartners.com](mailto:qdoba@alliancemarketingpartners.com)
- If you're working with your own PR team, use the [New Restaurant Opening Press Release Template](#) on the Brand Portal to keep things simple. Just fill in your event and location details

### 2. PREOPENING EVENTS & TRAINING NIGHTS

These early events help your team practice, build word-of-mouth, and create buzz in your trade area.

### 3. PAID SOCIAL MEDIA (FACEBOOK & INSTAGRAM)

Paid social through Meta is a simple way to build buzz in your area — and reach the people most likely to become your first loyal guests.

- You can geo-target ads around your restaurant with messaging like "Coming Soon," "Now Open," or "Join Us for Our Grand Opening"
- Interested in running Paid Social? AMP can help you get started, contact [qdoba@alliancemarketingpartners.com](mailto:qdoba@alliancemarketingpartners.com)
- Paid Social support is also included in AMP's tiered NRO packages, just select this option in your [Grand Opening Support Form](#).



#### Friends & Family Event

- Host a soft opening a few days before your grand opening to invite friends, family, and future fans to experience QDOBA
- Hold two 1–2 hour events (suggested times: 11 AM–1 PM and 5 PM–7 PM)
- Invite guests with printed flyers — each flyer allows entry for 1 guest and a +1
- Recommended: Print at least 50 flyers per event
- Find [editable flyer templates](#) on the Brand Portal

#### Big Hero Event

- Invite local heroes — teachers, firefighters, medical staff, and law enforcement — for a free meal and early access.
- Same event structure and flyer recommendations as before
- Consider emailing your flyer directly to precincts, school districts, or community centers
- Find [editable flyer templates](#) on the Brand Portal

These events serve a double purpose: they're valuable team training opportunities and a great way to kickstart local engagement. Contact the **QDOBA training team** for support in planning your preopening and training events.

#### 4. RADIO (LIVE READS & DJ DROPS)

A little radio love can go a long way — especially when local DJs are on board.

- QDOBA has partnered with **iHeartMedia** to help with your local radio strategy. They offer customizable audio and radio spots based on your market size and whether you're in a new or existing market.
- You can also partner directly with stations — offering food drops in exchange for DJ shoutouts or live reads is a fun, win-win way to get your name out there.

##### To get started:

- Fill out the [Grand Opening Support Form](#), and an iHeartMedia rep will connect with you
- Use the [NRO Radio Copy Guide](#) (on the Brand Portal) to help share your messaging with local stations



#### 5. OUT-OF-HOME (OOH) ADVERTISING

Out-of-home advertising is anything your guests might see around town — like billboards, transit benches, digital screens, or bus shelter posters.



- A crave-worthy product image in a high-traffic area can drive awareness fast
- For best results, choose locations within a close radius of your restaurant

QDOBA offers billboard options tailored to NRO openings — check [the Brand Portal](#) for options.

**Don't feel like you need to do everything. These tools are here to support your launch — so choose what fits your goals, your market, and your team's bandwidth.** Even one strong event or a well-placed flyer can go a long way in making your opening week a success.

#### 6. 3RD PARTY MARKETPLACE

Once you've onboarded the 3rd Party Marketplaces (3PD) selected for your restaurant — part of the FranConnect process in Week 10 — you'll be ready to run ads and promotions to support both your Grand Opening and ongoing business.

Be sure to review the [Franchise 3PD Ads & Promotions Overview](#) for step-by-step guidance on setting up ads in each marketplace. Running these promotions is a great way to boost visibility and build excitement around your opening.

To make the biggest impact, we strongly recommend that all ads and promos go live on your official opening day (**not before**) to align with your launch and drive momentum.



# 1 WEEK BEFORE OPENING—FINAL PREP CHECKLIST

Here's your quick-start guide to make sure everything's in place before the big day. Use this to stay organized, tie up loose ends, and walk into opening week with confidence.

## RESTAURANT SETUP & OPERATIONS

- Make sure your **Digital Menu Boards** are tested and working
- Confirm your **POS system is fully loaded** (menu, pricing, promo codes, Rewards)
- Double-check **NRO Kit items** are in place (sneeze guard clings, hours of operation, crash kit, etc.)
- Hang all **required signage** — including “Now Open” banners and window clings
- Verify **health inspections and final permits** are complete

## TEAM & TRAINING

- Finalize staffing schedule for grand opening week
- Hold final team huddles or service refreshers
- Assign your **Brand Ambassador** for community visits and social energy
- Review your **catering training and setup** if you plan to offer catering from day one

## COMMUNITY OUTREACH

- Drop off **queso & chips samples** at local offices or businesses
- Deliver **bounce-back flyers** and branded merch to schools, gyms, and nearby partners
- Reconfirm any **VIP guest lists** for pre-opening events
- Touch base with community contacts about upcoming fundraisers or partnerships

## PREOPENING EVENTS

- Print flyers and prep materials for Friends & Family events
- Print flyers and prep materials for Big Hero events
- Confirm times and staff coverage for events (suggested: 11AM–1PM and 5–7PM)
- Send reminder emails or flyers to invitees
- Prep food quantities based on RSVP estimates or flyer count

## MARKETING & MEDIA

- Confirm any **paid social ads** are scheduled and geo-targeted
- Approve **PR press release** (or send it out if using your own PR firm)
- Confirm **radio spots** (if using iHeartMedia or local station partnership)
- Make sure **branded merch** is ready for giveaways or walk-up traffic

## FINAL REMINDERS

- Walk through the restaurant as a guest would — from parking lot to counter
- Test any reward sign-up flows or app offers
- Double-check your first week's food order is confirmed
- Use the NRO Schematic as a layout reference to double check all your merchandise displays.
- Take a breath. **You're ready.**



## GRAND OPENING DAY



### WELCOME YOUR COMMUNITY

It's here — the day you've been preparing for. Opening day is your opportunity to introduce QDOBA to your neighborhood and start building the loyal guest relationships that will fuel your success for the long run.

This isn't just about making a splash. It's about creating a great first impression, delivering an excellent experience, and making sure every guest feels welcome from the moment they walk through the door.

### MAKE IT EASY TO SPOT YOU

Good visibility helps drive early traffic. Make sure your signage is up and easy to see from the street. Take a quick walk or drive by your location as a guest would. Make sure it's clear, inviting, and easy to spot.



- Display your "Now Open" banners
- Use feather flags and yard signs to catch attention
- Check your window clings and A-frames

### HOST A SIMPLE, IMPACTFUL EVENT

A grand opening event doesn't have to be complicated to be effective. Focus on creating a welcoming atmosphere and making every guest feel like they're part of something exciting.

#### IF YOU'RE WORKING WITH AMP, THEY'VE GOT YOU COVERED WITH:

- Event planning and on-site support
- Street teams to spread the word
- Social media campaigns and local influencer partnerships
- Community engagement and PR outreach
- Complete the [Grand Opening Support Form](#) to start the process.



#### IF YOU'RE MANAGING THE EVENT YOURSELF, KEEP IT SIMPLE AND FOCUSED:

- Invite local leaders and community groups
- Offer samples or simple giveaways
- Create small moments of surprise and delight

## GUEST-FAVORITE IDEAS FOR GRAND OPENING

Even if you keep your event simple, make it personal. A genuine smile and warm welcome go a long way in creating positive first impressions. But if you can do more, here are some great ideas:

### PRIZE WHEEL AND GIVEAWAYS

Use small prizes or free entrée cards to encourage engagement and add some fun to the day.

### MUSIC & ATMOSPHERE

Consider bringing in a local DJ, school band, or community entertainer to keep the energy up.

### FIRST 100 GUESTS: FREE BURRITOS FOR A YEAR\*

This is a great way to create buzz. Order your certificates through RRD (New Restaurant Opening > Optional), and don't forget to request your POS code: [pos.menuteam@qdooba.com](mailto:pos.menuteam@qdooba.com)

### RIBBON CUTTING

Partner with your Chamber of Commerce and invite city leaders or first responders to join you for a ribbon-cutting ceremony.

### COMMUNITY PARTNERSHIPS

Use your event to promote upcoming fundraisers or partnerships with local schools, teams, or nonprofits.

### REWARDS SIGNUPS

Drive rewards sign-ups at the prize wheel. Consider handing out Rewards flyers which can be found [here](#).

*\*First 100 people in line on opening day get a free burrito or bowl (1/month) for a year. You can find a suite of assets, including an event flyer on the [QDOBA Brand Portal](#)*



### PRO TIP:

Consider sampling products to those waiting in line to create an enjoyable in-restaurant experience!

## KEEP IT FOCUSED

Your goal is to create a great guest experience. Stay focused on:

- Friendly, attentive service
- Keeping the restaurant clean and welcoming
- Sharing QDOBA Rewards sign-up opportunities
- Answering questions and making every guest feel at home

Next up: **30-60-90 Days Post Opening** — how to build on your early momentum and keep your community coming back.





## ▶ 30-60-90 DAY POST-OPENING PLAN

### KEEP THE MOMENTUM GOING

You've opened your doors, welcomed your community, and delivered those first great guest experiences. Now it's time to build on that momentum.

Your first 90 days are about consistency. Staying visible, continuing to make connections, and showing up for your community — that's how you turn opening day excitement into everyday loyalty.

### YOUR FOCUS FOR THE FIRST 30 DAYS

# 1

#### STRENGTHEN LOCAL CONNECTIONS

Reconnect with the businesses, schools, and organizations you identified in your Trade Area Analysis. A quick check-in or small food drop can go a long way in building early trust and awareness.

# 2

#### KEEP CATERING CONVERSATIONS GOING

Aim for at least 10 catering follow-up calls a week. Bring samples, leave flyers, and remind them you deliver, set up, and make group meals easy. First-time catering incentives help seal the deal.

# 3

#### BUILD LOYALTY & REVIEWS EARLY

Encourage happy guests to leave Google Reviews and sign up for Rewards. Good reviews boost your visibility online, and growing your loyalty database helps you stay connected long after opening week.

# 4

#### STAY VISIBLE IN THE COMMUNITY

Consistency builds momentum. Drop off chips and queso, post flyers with bounce-back offers, and casually talk to guests about QDOBA Rewards. Small touches add up to lasting awareness.



## **BUILDING ON PROGRESS: 60 DAYS IN**

### **DEEPEN RELATIONSHIPS.**

By now, you've started to build some local connections. Take it further:

- Check in with catering leads
- Follow up with fundraiser opportunities
- Stay connected with local schools and community groups

### **TARGET SEASONAL OPPORTUNITIES. LOOK FOR UPCOMING EVENTS LIKE:**

- Graduation parties
- School fundraisers
- Community festivals

### **USE YOUR BRAND PORTAL RESOURCES.**

Find fresh, seasonal [catering assets](#) and ideas to keep your marketing materials up to date.

## **THINK BIGGER: 90 DAYS IN**

### **REFRESH YOUR OUTREACH.**

Keep looking for new opportunities to connect:

- Local sports sponsorships
- Community event partnerships
- Local media shoutouts

### **TRY NEW OFFERS.**

Use the editable programs on the Brand Portal to run local promotions:

- Medical Mondays
- First Responder Fridays
- Student discounts
- Family-focused specials

### **KEEP CATERING GROWING.**

Continue follow-up calls and drop-offs. Offer first-time incentives, like a free pan of queso, to bring new catering clients on board.



## FUNDRAISERS: A SMART WAY TO STAY INVOLVED

Fundraisers keep your restaurant connected to the community and help drive traffic back to your location.

QDOBA offers a turnkey digital platform that enables franchisees to promote fundraisers actively and truly become a part of our communities without significant administrative impact.

### BENEFITS:

- Increase brand awareness to new and incremental guests
- Build community relationships with schools, sport leagues, and local organizations
- Your team will receive access to the fundraiser dashboard and have the ability to schedule and approve the fundraiser events.

### COST:

- 25% of sales donated to the partner organization
- An additional 5% of sales are paid to Force4Good (our partner that hosts the site and dashboard)

### JOIN THE QDOBA FUNDRAISER PROGRAM.

Access [ready-to-go materials](#) on the Brand Portal:

- Flyers and bag stuffers
- POS job aids
- Social media templates

Mention fundraisers at your grand opening and community events to get future dates on the calendar early. Contact [qdobasupport@force4good.com](mailto:qdobasupport@force4good.com) for additional questions and support.





### DIRECT MAIL: A TARGETED BOOST

Consider a postcard campaign to reach homes in your trade area.

- Highlight a special offer or QDOBA Rewards
- Work with Brett Pearson at Global Media Group ([brett@globalmediagroup.com](mailto:brett@globalmediagroup.com)) or Brad Chrysler at 123 Action Media ([QDOBA@123actionmedia.com](mailto:QDOBA@123actionmedia.com)) for quotes

Direct mail keeps your restaurant top of mind for nearby guests.

### STAY CONSISTENT, STAY VISIBLE

The best way to grow is through steady, genuine connection with your community.

Set small goals for your team, like:

- 3 local drop-offs per week
- 10 catering calls per week
- 1 event or partnership per month

And remember, you're never doing this alone. Stay connected with your RMM, check the Brand Portal regularly for new tools, and join our marketing webinars for fresh ideas.

Next up:

**Partnering with Your Community — let's keep those relationships growing and make your restaurant a part of daily life in your neighborhood.**

## ▶ PARTNERING WITH YOUR COMMUNITY

### COMMUNITY ISN'T JUST PART OF OUR STRATEGY — IT IS OUR STRATEGY.

At QDOBA, we believe flavor tastes better when it's shared. Building deep, genuine connections with your community isn't just good for business — it's how we become the neighborhood favorite.

Your goal: turn your local community into a crew of QDOBA super-fans. Here's how:



#### FIND THE PERFECT PARTNERS

##### BIG LOCAL SPORTS TEAMS?

- Sponsor halftime fun: imagine tossing QDOBA avocados into the crowd!
- Announce post-game promos over the PA system: "Show your game ticket at QDOBA and score free queso & chips!"

##### LOCAL MASCOTS OR ENTERTAINERS?

- Invite them to your grand opening and future events for photo ops and family fun!

##### SCHOOLS & COLLEGES?

- Set up fundraisers for school uniforms or events.
- Cater PTA meetings and pass out bounce-back coupons.
- Use our student special templates on the QDOBA Brand Portal: "Show your school ID for 10% off!"

#### BUILD GENUINE LOCAL CONNECTIONS

Your restaurant isn't just part of the neighborhood — it's a partner in the community. The more real, meaningful connections you build, the stronger your local presence will be.

Partnerships open doors. They create word-of-mouth momentum, bring in new guests, and keep you top of mind for catering, fundraisers, and future events. A simple conversation can turn into a long-term opportunity.



## SET REALISTIC GOALS

Building community connections doesn't happen overnight — it grows through consistent outreach.

### AIM FOR GOALS LIKE:

- 1 community event or partnership each month
- 3 queso & chips drops weekly
- 10 catering follow-ups each week

Start small, stay steady, and let momentum build.



## USE YOUR QDOBA TOOLKIT

THE QDOBA BRAND PORTAL IS FULL OF HELPFUL TOOLS TO SUPPORT YOUR OUTREACH:

- Editable flyers
- Event toolkits
- Catering materials
- Seasonal promotions
- Social media templates

Plus, our ongoing **marketing webinars** and **Q in Review newsletter** will keep you inspired with new ideas and success stories from around the country.

## KEEP SHOWING UP

Authenticity matters. When you consistently show up for your community, they'll show up for you.

### EVEN SMALL ACTIONS MAKE A DIFFERENCE:

- A sample drop-off at a local office
- Supporting a school fundraiser
- Handing out flyers at a community event

Every touchpoint builds trust and keeps QDOBA top of mind.



### PRO TIP:

Strong partnerships grow over time. Keep notes on who you meet and follow up — consistency turns one visit into a lasting connection.

## ► CLOSING NOTES

### YOU'RE READY TO GO

You've put in the work, and now your restaurant is ready to welcome guests and become a true part of your community.

This playbook has been your guide, but the real impact happens through the day-to-day moments you create — with your team, your guests, and your neighborhood. Every meal you serve, every connection you make, and every new guest you welcome adds to the story of your restaurant.

**And remember, you're never on this journey alone.**

#### YOU'VE GOT A WHOLE TEAM BEHIND YOU:

- Your Franchise Business Consultant
- Our trusted vendor partners
- The QDOBA Marketing team
- And a community of fellow operators across the country

Whenever you need support, ideas, or inspiration, we're here to help.



### KEEP MOVING FORWARD

#### AS YOU SETTLE IN, KEEP LEANING ON THE TOOLS AND RESOURCES AVAILABLE:

- Brand Portal for fresh, customizable marketing materials
- Marketing webinars for new ideas and best practices
- Q in Review newsletter for updates and inspiration
- Vendor contacts and support teams when you need them

Most importantly, stay connected to your community. Show up, stay consistent, and build relationships that last. The momentum you build in these early days will carry your success forward for the long run.

## THANK YOU

We're so excited to have you as part of the QDOBA family. Your passion and dedication are what make this brand special. With your leadership, you'll turn your restaurant into a place where people love to gather, enjoy handcrafted meals, and share great experiences.

Here's to your success — today, tomorrow, and every day after.

**Welcome to the family.  
Let's keep it going.**

