



A History of Our Company

From a Single Sub Shop to an
Expanding QSR Franchise Opportunity



The current and future strength of a business venture is often a direct result of its beginnings – in the way the brand was originally established and how it has evolved over time. This can be especially important for franchise businesses, as brand recognition and reputation often play a significant role in their chances of success at both the corporate and individual franchise levels. In a competitive landscape like the quick-service restaurant (QSR) industry, every advantage that can be leveraged proves to be highly valuable for the entrepreneurs running these businesses.

At Miami Grill, our brand's decorated history has allowed franchisees to inherit a passionate and loyal customer base who have fallen in love with Miami Grill's food and service over our past four decades in business. To provide a better understanding of how we became one of the top QSR franchises for entrepreneurs to invest in today, let's take a look at the history of the Miami Grill brand.



Built on Authenticity

Like many of the world's most successful food and restaurant brands, we started with humble beginnings, but quickly worked our way up to the top of the markets we entered.

Launched in 1983 as Mr. Submarine

Our brand was first launched in 1983 as a single upscale sub shop in Key West under the name Mr. Submarine. By focusing on delivering fresh, authentic subs in a welcoming customer environment, success came relatively quickly, and we soon expanded north into Miami. As we added more menu items in new store locations, we became known as the legendary Mr. Subs brand that consumers still affectionately recall today.



Growing Steadily Through the 90s as Mr. Subs

Our evolution as a brand included a Miami-inspired design that resonated with more than just local customers. We also caught the eye of many hungry individuals who were searching for a top fast-casual franchise in their market. Our made-to-order meals stood out from the traditional, stale fast food chains that so many consumers were growing tired of. By the end of the 1990s, we were operating nearly 200 units and had expanded with stores that were able to thrive both within and outside the state of Florida.

Evolving into Miami Grill in the early 2010s

In 2010, the Miami Subs Capital Partners group took over day-to-day management of the brand, following multiple changes in the brand's ownership. Since that time, the Capital Partners leadership team has matched the passion of our customers in helping re-establish our brand as the top QSR franchise in Florida and beyond. Since welcoming them to our brand family, we've built an excellent franchise business model that helps us stand out from the rest and has helped Miami Grill return to the prominence we enjoyed in our earlier years.



The Miami Grill Difference

Throughout our history, Miami Grill has maintained a dual emphasis on building, earning, and maintaining the loyalty of our customers and franchisees. We stay true to our commitment to providing the best experience possible for everyone who comes in contact with Miami Grill. Our persistence in staying true to these ideals has allowed the Miami Grill brand to reclaim our spot as the favorite sub sandwich franchise for customers to eat at and entrepreneurs to invest in, thanks in part to our:

Authenticity

One of the biggest differences between Miami Grill and other QSRs on the market is our focus on making food with a fresh and authentic taste. Other QSRs often force their store owners to follow a strict, traditional process with limited options that no longer resonate with today's consumers in their area. On the other hand, Miami Grill has built a menu with a strong foundation of classic, popular food items that are known for being staples of both Miami and American food culture.

On top of those crowd-pleasers, we also continually expand our menu with new items that are capable of resonating well within each market that we open a Miami Grill franchise in. Doing so has proven to be a huge key in our ability to help franchisees stand out in a crowded field of QSR franchises that consumers choose from on a daily basis.

Consistency

Some restaurant franchisors have found it difficult to maintain their consistency and identity as they grow with more locations in new markets. Miami Grill's almost 40 years of experience has given us an upper hand on this front, as each of our franchise models are equipped with the iconic Miami vibes that make us unique from other franchises, with a widespread range of stores. Even franchisees who want to open a Miami Grill location outside of Florida can be confident in the fact that we have previous operating success in 14 different US states.



Multiple Models

Our set of franchise models offer greater flexibility for Miami Grill franchisees to meet the needs and expectations of the consumers in their area. Each model contains a drive-thru that allows for expedited service, supports mobile order pickup and third-party delivery, and remains true to the Miami-inspired identity of our brand. The unique aspects of each model include:

TRADITIONAL: A freestanding building with a familiar fast-casual environment that can accommodate 45-55 guests and outdoor seating.

EXPRESS: An exclusive focus and design for drive-thru, pickup, and delivery rather than dine-in. This allows for optimal flow for business at these franchises.

GRILL & BAR: An expansion of the Traditional model, with a full bar area and expanded menu.



Exceptional Services

Today's consumers care deeply about their experience as a paying customer at nearly whenever and wherever they go out to eat. They want to be treated well and get exactly what they order, customized in many cases, all with a convenience factor, which is part of what has allowed quick-service, fast-casual, and other new restaurant business models to rival fast food giants in popularity. At Miami Grill, we aim to make this a reality for our franchisees and their customers by offering best-in-class technology at each Miami Grill location that we open.

POS and Kiosk Technologies Make Customer Ordering Easy

From the consumer's perspective, Miami Grill's cloud-based point-of-sale (POS) system and self-ordering kiosks are much preferable to what is available at traditional restaurants. These technologies give customers a more efficient way to communicate the specifics of their orders and secure their payment transactions.



Integrated Platforms Make Franchisee Operations Simple

For Miami Grill franchisees, our integrated back-end platforms and easy-to-use tools allow them to streamline their operations in ways that they would struggle to do if owning a traditional small business or franchising with another brand. These easy-to-use tools allow Miami Grill franchisees to better track inventory, simplify scheduling, and manage reporting without distracting them from their day-to-day operations. We're actively testing other technologies to potentially add at our franchise locations, including voice-recognition technology for drive-thru to further optimize labor dollars. This is all part of the innovative mindset that has been a critical aspect of the Miami Grill brand from the very start.

Looking to the Future with Our Franchise Partners

Miami Grill remains dedicated to staying true to our roots, which has helped us foster a strong connection with consumers from our first days in business almost 40 years ago. At the same time, we have worked to keep pace with a rapidly evolving QSR industry and the technology to support it so that our franchisees are capable of meeting customer needs. Maintaining this balance of keeping our authenticity without falling behind a changing business world is just one of the many reasons why Miami Grill is still the best franchise opportunity for today's entrepreneurs to invest in.

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learning more about
franchising with
Miami Grill?**

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