BIG TOSTA

BIG TOSTA FRANCHISING - 2026

A CONCEPT WITH AN IDENTITY OF ITS OWN.

A Portuguese restaurant brand, created in Olhão, with a strong product, distinctive visual language and four formats for growth.

4 FORMATS | EUR 20,000 TO EUR 150,000* | SINCE 2015



BIGTOSTA.PT

THE BRAND

BUILT FROM REAL OPERATIONS.

Big Tosta was born in 2015 from daily contact with customers and a culture of continuous improvement.

The concept combines visually appealing food, replicable processes, generous portions and a strong brand identity.

- **PASSION FOR THE PRODUCT**
- **DEDICATION TO SERVICE**
- **CONSTANT INNOVATION**
- **GROWTH WITH QUALITY**



PRODUCT AND OPERATION

AN OFFER BUILT FOR MANY OCCASIONS.

Classic and gratinated toasted sandwiches, wraps, salads, sides, children's options, desserts and seasonal campaigns.



DINE-IN

The complete experience and direct customer contact.

TAKEAWAY

Food prepared to order and ready to collect.

DELIVERY

Uber Eats, Glovo and other approved channels.

DIRECT DELIVERY

A direct channel where the operation and area justify it.

THE FOUR FORMATS

FOUR ROUTES.
ONE IDENTITY.

01 FULL FORMAT

STREET / RESTAURANT

INDICATIVE INVESTMENT

EUR 50,000 to EUR 150,000

ENTRY FEE

EUR 10,000 + VAT

02 COMPACT FORMAT

TAKE & GO

INDICATIVE INVESTMENT

EUR 20,000 to EUR 40,000

ENTRY FEE

EUR 7,500 + VAT

03 HIGH FOOTFALL

SHOPPING / COUNTER

INDICATIVE INVESTMENT

Subject to consultation and study

ENTRY FEE

EUR 10,000 + VAT

04 FULL CONVERSION

CONVERSION

INDICATIVE INVESTMENT

Subject to consultation and study

ENTRY FEE

EUR 7,500 + VAT

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BIG TOSTA

01 - FULL FORMAT

STREET / RESTAURANT

The complete Big Tosta experience for high-street locations, urban and tourist areas, or places with consistent footfall.

INDICATIVE INVESTMENT

EUR 50,000 to EUR 150,000

ENTRY FEE

EUR 10,000 + VAT

OPERATION

Dine-in - Takeaway - Delivery

- Restaurant with dining room and kitchen
- Lunch and dinner service
- Full or near-full menu
- Greater service capacity





02 - COMPACT FORMAT

TAKE & GO

A unit without a dining room, focused on takeaway, delivery platforms and direct delivery, with a lighter structure.

INDICATIVE INVESTMENT

EUR 20,000 to EUR 40,000

ENTRY FEE

EUR 7,500 + VAT

OPERATION

Takeaway - Delivery - Direct delivery

- Takeaway as the main channel
- Uber Eats, Glovo and Bolt Food
- Smaller premises
- Compact operation and team

03 - HIGH FOOTFALL

SHOPPING / COUNTER

Designed for food courts, kiosks or counter units. Each location requires its own technical and commercial study.

INDICATIVE INVESTMENT

Subject to consultation and study

ENTRY FEE

EUR 10,000 + VAT

OPERATION

Food court - Counter - Kiosk

- Fast service and high turnover
- Dining in the common area
- Takeaway and delivery where permitted
- Project subject to approval

04 - FULL CONVERSION

CONVERSION

For business owners with a cafe, bakery, snack bar or restaurant who wish to convert the premises to the brand.

INDICATIVE INVESTMENT

Subject to consultation and study

ENTRY FEE

EUR 7,500 + VAT

OPERATION

Conversion of existing premises

- Technical assessment of premises
- Potential reuse of equipment
- Image and operation conversion
- Complete brand identity

COMMERCIAL TERMS

A SIMPLE, TRANSPARENT STRUCTURE.

5%

MONTHLY ROYALTY

On net turnover, excluding VAT.

1%

MARKETING FUND

Brand communication and development.

24-48

MONTHS

Indicative investment payback.*

WHAT IS INCLUDED

- Use of the Big Tosta brand
- Know-how, training and procedures
- Support implementing the concept
- Layout and operations guidance
- Initial support for the unit

ENTRY FEES

STREET / RESTAURANT	EUR 10,000 + VAT
TAKE & GO	EUR 7,500 + VAT
SHOPPING / COUNTER	EUR 10,000 + VAT
CONVERSION	EUR 7,500 + VAT

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REFERENCE UNIT

REAL INDICATORS.
RESPONSIBLE EXPECTATIONS.

EUR 9-12	**80-90**	**50-60**	**~160**
AVERAGE SPEND	LUNCH CUSTOMERS	DINNER CUSTOMERS	CUSTOMERS/DAY AT WEEKENDS

REFERENCE MONTHLY PEAK IN HIGH SEASON

~EUR 35,000 / MONTH

An order of magnitude that an established unit may reach during periods of higher demand. Results vary with seasonality, location, management and commercial maturity.

FRANCHISEE SUPPORT

GROWTH WITH METHOD AND GUIDANCE.

01

BEFORE OPENING

- Location and premises analysis
- Layout guidance
- Equipment selection support
- Recommended suppliers
- Opening and image planning

02

TRAINING AND LAUNCH

- Initial operational training
- Manual and procedures
- Technical sheets
- Opening support
- Brand identity implementation

03

ONGOING SUPPORT

- Product and process updates
- Marketing support
- Sharing best practices
- Operational follow-up
- Continuous concept development

THE PARTNER AND PROCESS

PRESENCE. DISCIPLINE. COMMITMENT.

FINANCIAL CAPACITY

Appropriate to the format and the project's real requirements.

GENUINE INVOLVEMENT

Presence in operations and focus on the customer.

TEAM MANAGEMENT

Lead, train and uphold brand standards.

BIG TOSTA IDENTITY

Respect for processes, communication and product.

JOINING PROCESS

1. Initial contact
2. Meeting
3. Profile and area analysis
4. Premises study
5. Format definition
6. Agreement and contract
7. Project and training
8. Opening

BIG TOSTA

NEXT STEP

TELL US ABOUT YOUR PROJECT.

Tell us the city, your experience and whether you already have premises in mind.



EXCLUSIVE FRANCHISING CONTACT

917 011 119

BIGTOSTA@GMAIL.COM

RESTAURANT - ORDERS, BOOKINGS AND INFORMATION: 911 942 748

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