



## Franchise Informative Dossier



**GRUPO  
NEXOFRANQUICIA**  
Latin America's #1 in Franchising

# Brand Concept

**QUIMERA** is a 5 star signature cuisine, created in 2010 by the renowned Peruvian Chef Virgilio Martínez, nowadays the most prestigious Chef in Latin America.

Chef Victor Hugo de Armero is in charge of the daily operations. Under his leadership, **QUIMERA** is brought to life by its interactive kitchen concept, which differs itself from any other world class restaurant in its category.

It's kitchen and dining area are cutting edge, while its decor is both romantic and cozy.



# Value Proposition



**QUIMERA** uses high quality ingredients, and through research and technology, achieves exquisite gourmet results for its clients.

Its gastronomic offer, aims at transforming flavors into fantasies and connecting all of its guests' senses to high levels of pleasure.

The consumer experience is unique and unforgettable, and **QUIMERA** is a worthy ambassador of Peru's gastronomic boom.

# The Chef



Virgilio Martínez studied at Le Cordon Bleu in Ottawa and London. During his formative years he worked at restaurants such as Lutèce (New York City), Can Fabes (Sant Celoni) and Astrid & Gaston (Bogotá and Madrid).

He is currently chef and owner of Central, his flagship restaurant located in Lima, Perú, which is in 4<sup>th</sup> place in the “50 Best”, being the best restaurant in Latin America.



In 2012 he opened Lima, his first restaurant in London, which was awarded a Michelin Star in the 2014 Michelin Guide.



# Product

quim  
era  
RESTAURANTE



# Product

quim  
era  
RESTAURANTE



BTH HOTEL El nera mas engreida de la casa

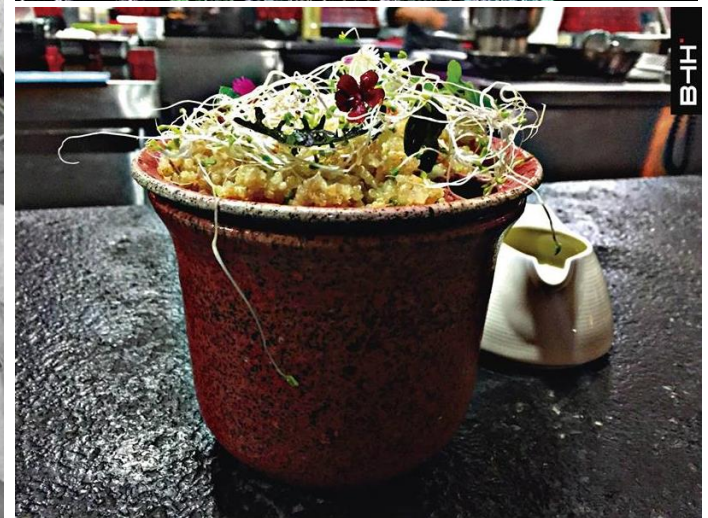


Hecha con amor



# Product

quim  
era  
RESTAURANTE



# Infrastructure

A highly-specialized team accompanies every opening, offering an integral support from the beginning.

A model restaurant measures about 300m2 and can be built as a stand alone unit or inside a hotel, such as the BTH Hotel in Lima.

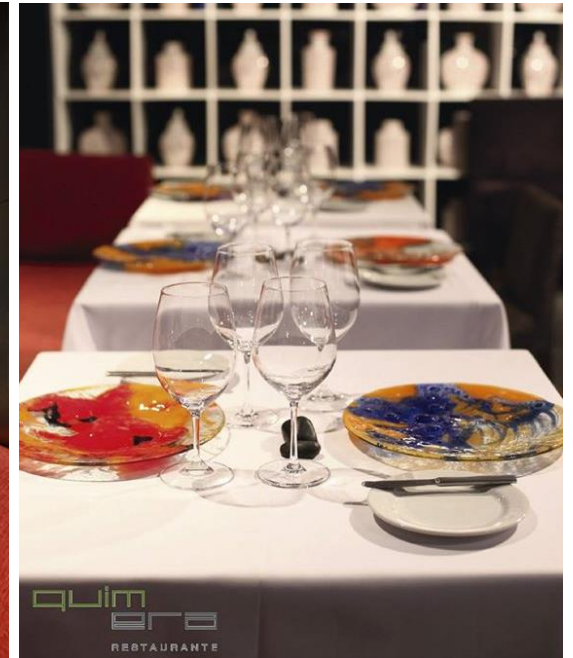
It shall meet the conceptual, architectonic and operational parameters that guarantee the experience that **QUIIMERA** offers its clients.





# Infrastructure

quim  
era  
RESTAURANTE



# Training and Assistance



The franchise has been developed based on world class strategic, financial, operational, legal and commercial pillars, offering each franchisee:

- ✓ Training Program
- ✓ Operating Manuals
- ✓ Support Protocols
- ✓ Marketing Plan
- ✓ Technical Assistance 24/7



## Individual Franchise

Entry fee : US\$ 100,000

Initial Investment : US\$ 720,000

**Total Investment : US\$ 820,000**

Royalty : 7%

Marketing Fee: 2%

Agreement Term: 10 years (renewable)

**ROI : Depends on metrics and location**

**Liquid Assets: US\$ 1,000,000**

¡Be part of our **Family of Success!**



For further information please write to:

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