
FRANCHISE BUILD-OUT DOCUMENTATION

Build-Out Cost Estimates

Medium to high quality store estimates, per format

A line-by-line estimate workbook for Express, Neighborhood and Destination: kitchen package, store design package, soft costs and per-square-foot outcomes at medium and high quality levels.

Express 250-400 sq ft · Neighborhood 500-700 sq ft · Destination 700-1200 sq ft

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SUMMARY

Build-out estimates, medium to high quality

Medium quality means dependable commercial equipment, laminate and LVT finishes and standard signage. High quality means premium brands, added capacity, solid oak and quartz, tile feature walls and full illuminated signage. Franchise fees are separate and are not included in any figure below.

Format	Basis	Kitchen	Store	Soft costs	Total	Per sq ft
Express	320 sq ft typical	\$49,400 – \$89,950	\$17,150 – \$36,400	\$22,627 – \$42,959	\$89,177 – \$169,309	\$279 – \$529
Neighborhood	600 sq ft typical	\$107,500 – \$190,400	\$64,600 – \$137,900	\$58,514 – \$111,622	\$230,614 – \$439,922	\$384 – \$733
Destination	900 sq ft typical	\$228,400 – \$408,900	\$168,900 – \$365,500	\$135,082 – \$263,296	\$532,382 – \$1,037,696	\$592 – \$1,153

Soft costs carried on every format

- Design, MEP drawings & permits — Architect, engineer, city plan review (8% of hard cost)
- General conditions & contractor fee — Supervision, insurance, dumpsters (12% of hard cost)
- Opening inventory & smallwares top-up — First food, oil, packaging and paper (5% of hard cost)
- Training, grand opening & contingency — Crew training, launch marketing, 5% buffer (9% of hard cost)

Express and Neighborhood land inside the \$250–\$500 per sq ft build-out guidance we publish. A full Destination flagship with a six-tap bar, two walk-ins, two restrooms and a patio runs above that band, which is why we price that format line by line before a lease is signed.

FORMAT EXPRESS

Express estimate — 250-400 sq ft

320 sq ft typical · 0-6 seats (counter or none) · \$35,000 franchise fee

Package	Medium	High
Kitchen — Fry line	\$10,000	\$18,900
Kitchen — Ventilation & fire	\$13,600	\$24,600
Kitchen — Refrigeration	\$6,800	\$11,400
Kitchen — Prep, warewash & smallwares	\$7,100	\$12,200
Kitchen — Technology & POS	\$4,700	\$8,700
Kitchen — Kitchen finishes & materials	\$7,200	\$14,150
Store — Signage	\$7,050	\$14,300
Store — Counter & millwork	\$5,000	\$10,500
Store — Lighting	\$2,200	\$4,800
Store — Paint, fixtures & finishes	\$2,900	\$6,800
Hard cost subtotal	\$66,550	\$126,350
Design, MEP drawings & permits (8%)	\$5,324	\$10,108
General conditions & contractor fee (12%)	\$7,986	\$15,162
Opening inventory & smallwares top-up (5%)	\$3,328	\$6,318
Training, grand opening & contingency (9%)	\$5,990	\$11,372
Estimated build-out, excl. franchise fee	\$89,177	\$169,309
Per square foot	\$279	\$529

Excluded from these figures: franchise fee, rent and deposits, landlord work beyond the delivered shell, utility company connection fees, TABC permit fees where beer and wine applies, and working capital.

FORMAT NEIGHBORHOOD

Neighborhood estimate — 500-700 sq ft

600 sq ft typical · 16-24 seats · \$50,000 - \$75,000 franchise fee

Package	Medium	High
Kitchen — Fry line	\$19,100	\$33,700
Kitchen — Ventilation & fire	\$22,000	\$40,900
Kitchen — Refrigeration	\$20,800	\$34,700
Kitchen — Beer & wine service	\$5,800	\$11,600
Kitchen — Prep, warewash & smallwares	\$16,600	\$26,800
Kitchen — Technology & POS	\$10,200	\$18,600
Kitchen — Kitchen finishes & materials	\$13,000	\$24,100
Store — Signage	\$17,200	\$33,300
Store — Furniture & seating	\$12,600	\$28,800
Store — Counter, bar & millwork	\$14,800	\$32,000
Store — Lighting	\$6,400	\$14,600
Store — Paint, fixtures & finishes	\$13,600	\$29,200
Hard cost subtotal	\$172,100	\$328,300
Design, MEP drawings & permits (8%)	\$13,768	\$26,264
General conditions & contractor fee (12%)	\$20,652	\$39,396
Opening inventory & smallwares top-up (5%)	\$8,605	\$16,415
Training, grand opening & contingency (9%)	\$15,489	\$29,547
Estimated build-out, excl. franchise fee	\$230,614	\$439,922
Per square foot	\$384	\$733

Excluded from these figures: franchise fee, rent and deposits, landlord work beyond the delivered shell, utility company connection fees, TABC permit fees where beer and wine applies, and working capital.

FORMAT DESTINATION

Destination estimate — 700-1200 sq ft

900 sq ft typical · 32-48 seats · \$99,000 - \$125,000 franchise fee

Package	Medium	High
Kitchen — Fry line	\$42,900	\$78,500
Kitchen — Ventilation & fire	\$42,400	\$78,100
Kitchen — Refrigeration	\$46,400	\$77,600
Kitchen — Beer & wine service	\$19,000	\$39,900
Kitchen — Prep, warewash & smallwares	\$32,200	\$51,400
Kitchen — Technology & POS	\$20,400	\$37,900
Kitchen — Kitchen finishes & materials	\$25,100	\$45,500
Store — Signage	\$36,300	\$71,100
Store — Furniture & seating	\$34,100	\$76,500
Store — Counter, bar & millwork	\$39,400	\$83,100
Store — Lighting	\$16,200	\$40,600
Store — Paint, fixtures & finishes	\$42,900	\$94,200
Hard cost subtotal	\$397,300	\$774,400
Design, MEP drawings & permits (8%)	\$31,784	\$61,952
General conditions & contractor fee (12%)	\$47,676	\$92,928
Opening inventory & smallwares top-up (5%)	\$19,865	\$38,720
Training, grand opening & contingency (9%)	\$35,757	\$69,696
Estimated build-out, excl. franchise fee	\$532,382	\$1,037,696
Per square foot	\$592	\$1,153

Excluded from these figures: franchise fee, rent and deposits, landlord work beyond the delivered shell, utility company connection fees, TABC permit fees where beer and wine applies, and working capital.