

tap

About TAP

Born in New York City in 2017, TAP transforms Brazil's most nostalgic foods into modern, everyday rituals.

Today, our cafés in NYC and Miami serve real ingredients, bold flavors, and a warm, "you're-at-home" vibe.

With a passionate team, TAP is expanding nationwide with systems that preserve the brand's soul while simplifying operations.

100% gluten-free • Authentic Brazilian staples • Fast-casual format • Feel-good experience.



Your Everyday Brazilian Café

“Join the movement bringing Brazil's wellness culture to America.”

Start your TAP journey today!
Connect with us:

1250 S. Miami Avenue #105, Miami, FL 33130
646-897-9552 (speak directly to our CEO, Pedro Uchôa)
franchise@tapnyc.com

www.eattap.co | @eat_tap

DISCLAIMER

This brochure is not intended as an offer to sell or the solicitation of an offer to buy a franchise. An offer can only be made through the delivery of a Franchise Disclosure Document (FDD).

Be part of TAP's national expansion and bring this innovative, health-driven concept to your community.

Obrigado!



Industry context

The global healthy fast-casual market is expected to exceed \$250B by 2027, fueled by younger consumers seeking flavor, speed, and wellness.

TAP sits perfectly at this intersection — the first Brazilian brand in the U.S. pairing authentic flavor, brand experience, with gluten-free simplicity.

With a proven model in NYC and Miami and 4.8★ average guest ratings, TAP is ready to scale.

Customer base

- Busy professionals seeking fast, healthy meals.
- Families wanting nutritious options.
- Health-conscious consumers valuing quality ingredients.
- Millennials and Gen Z customers drawn to lifestyle-driven brands.

Ideal Franchisee

Hands-on leader

Hospitality-minded

Adequate financial resources to support startup and growth

Data- & systems-driven

Community-engaged

Retail/restaurant background helpful but coachability and people leadership matter most

Investment Snapshot*

1. Franchise Fee
2. Build-out & Equipment
3. Opening Inventory
4. POS & Tech
5. Payroll Platform
6. Insurance (General Liability \$1M per occurrence, \$2M aggregate; Business Property \$50K; Workers' Comp as required)
7. Working Capital
8. Training & Support

* Full financial details provided in our Franchise Disclosure Document (FDD).