



PALM & SALT

Burritos, Bowls & Salsa

FRANCHISE OVERVIEW

A FORMAT BUILT TO BE REPEATED.

Palm & Salt Boracay sets the standard. Full Location, Food Truck and Ghost Kitchen are available franchise formats for your market with the same food, the same service ritual and the same brand.



Boracay: the flagship format

Palm & Salt Boracay is the Full Location reference: dine-in and takeaway built around a focused menu. The counter and assembly line connect food preparation to service; seating and takeaway flow bring the full brand experience together.

Boracay flagship · Opening Soon



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Compare the formats

Three franchise formats are available: Full Location, Food Truck and Ghost Kitchen. Explore one format or a combination.

Site suitability, operating requirements and any agreement are discussed separately.

Full Location

Site context	High-street, mall or resort setting with seating
Service mode	Dine-in and takeaway at the counter
Operating demands	Full kitchen, front-of-house team, the complete brand experience
What is assessed together	Catchment, premises, fit-out, operating scope
Reference	Palm & Salt Boracay (the flagship)

Food Truck

Site context	Events, markets, business districts and seasonal sites
Service mode	Walk-up counter, takeaway
Operating demands	Compact crew, vehicle compliance and movement, focused menu
What is assessed together	Service sites, permissions, routing
Reference	Palm & Salt food-truck design

Ghost Kitchen

Site context	Commissary or shared kitchen with delivery coverage
Service mode	Delivery and collection only
Operating demands	Kitchen team, delivery-platform operations, packaging-led brand presence
What is assessed together	Local demand, fulfilment, operating setup
Reference	Flagship kitchen standards



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How it works

From an introduction to confirmed operating details, each step builds the conversation.

Inquiry

Share your target area, approximate timeline and a short introduction.

Conversation

Discuss the formats and how you see them working together.

Discovery

Explore site suitability, operating requirements and the scope of a suitable format.

Agreement

Discuss any eventual agreement separately before making commitments.

Opening

Confirm operating details before announcing openings or making commitments.

What we provide

Brand and digital foundations are in use. Food standards, training, quality routines and support are discussed with prospective partners.

Food & preparation

Recipes, portion and preparation standards built around a focused menu.

Operations & support

Training and quality routines for the flagship and the formats that follow.

Brand & digital foundations

In use

The brand and packaging system, the Boracay and corporate websites, and inquiry handling for franchise, partnership, trade and investor conversations.



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A few useful answers.

Which formats can I explore?

Full Location, Food Truck and Ghost Kitchen. Explore one format or a combination.

Can I explore more than one format?

Yes. Select any combination above and tell us how you see the formats working together.

Is a franchise available for immediate operation?

Palm & Salt Boracay is Opening Soon. Site suitability, operating requirements and any agreement are discussed separately.

What does a format cost?

Indicative investment ranges are shared with qualified inquiries after an initial conversation. No fee, price or financial figure is published on this site, and nothing here is an offer.

Does an inquiry reserve a territory?

Sending this form does not reserve a territory, award a franchise or place an order.

What is the opening timeline?

Boracay is Opening Soon. The next steps depend on preparation, suitable partnerships and confirmed operating plans.

What support can we discuss?

Food and preparation standards, training and quality routines form part of the partner conversation. Specific tools, training and support are discussed with prospective partners.

How do I begin?

Share your target area, approximate timeline and a short introduction through the inquiry form. Matthew reviews your inquiry.

Palm & Salt Boracay is Opening Soon. Images show the flagship and product range ahead of opening.



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Bring your idea to the table.

Who we are looking for

Operators with hospitality or retail operating experience, a target area, and the capacity to open a format.

Indicative investment ranges are shared with qualified inquiries.

Start a conversation

Tell us where you would like to build and which format interests you.

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Contact

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<https://www.palmandsaltburritos.com/franchise/>