

**intelectiva**  
restaurant group

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# Where culinary heritage meets innovation

At Intellectiva, we create meaningful dining experiences by celebrating tradition and embracing creativity.

From Costa Rica to Dallas and Miami, discover how our restaurants bring the best of Mexican cuisine and global gastronomy to life.



## About Us

Intellectiva Restaurant Group, is dedicated to crafting experiences that connect people through food and culture.

Founded by Roberto González Alcalá, our mission is rooted in preserving culinary traditions while pushing the boundaries of what’s possible in the restaurant industry.

Our journey is guided by a commitment to innovation, teamwork, and respect for heritage.



www.intellectivarestaurantgroup.com

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# Meet Our Founder



## Roberto González Alcalá



The driving force behind Intelectiva, has a passion for hospitality and a keen eye for investments.

With years of experience and a commitment to excellence, he has transformed Intelectiva into a symbol of success and quality in the restaurant industry.

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# Why Mexican Cuisine?



For Roberto González Alcalá, the connection to Mexican cuisine runs deep. His father dedicated his life to creating and expanding the reach of the traditional Mexican tortilla across the globe.

Inspired by this legacy, Roberto decided to continue celebrating and sharing the flavors of Mexico with the world.

Intelectiva honors this heritage by crafting authentic dining experiences that bring the flavors of Mexico to the world, offering guests a taste of tradition with a modern twist.

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# Our Core Values



## Innovation

Constantly evolving to meet the dynamic needs of the culinary world.

## Integrity

Empowering our people to achieve greatness together. Commitment to ethical practices and community impact.

## Excellence

We strive for the highest quality in everything we do.



Values



# Our Brands

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KFC

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## The Mexican | Dallas



## KFC | Costa Rica



## Black Tap | Miami





# Our Brands

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## The Mexican

### A Luxury Dining Experience

The Mexican Dallas blends tradition and luxury, redefining Mexican cuisine in an elegant setting. With décor inspired by Mexican culture, it offers the perfect ambiance for special occasions. Its menu features reimagined traditional dishes crafted with premium ingredients, paired with fine tequilas and mezcal. Renowned for impeccable service and artistry, it's a must-visit destination in Dallas, celebrating the richness of Mexican heritage.



## Redefining Mexican Cuisine in the USA

### Revolutionizing Dining

The Mexican is more than a restaurant; it is a journey into the soul of Mexico.

### A Legacy of Excellence

For three extraordinary years, The Mexican has revolutionized the way the United States experiences Mexican cuisine. By blending traditional flavors with modern sophistication.

### Looking Ahead

As we prepare to expand with new locations in Houston and Miami by the end of 2025, our commitment to transforming Mexican cuisine on an international stage remains unwavering.



### Prestigious Awards



Awarded "World's Most Beautiful Restaurant" for our architectural and interior design



Featured in the Michelin Guide for our innovative take on traditional Mexican dishes.



Recognized for our impeccable service and luxurious ambiance.



Awarded "World's Most Beautiful Restaurant" for our architectural and interior design



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## Kentucky Fried Chicken

### KFC franchises in Costa Rica

Intelectiva is the proud operator of KFC franchises in Costa Rica, setting new benchmarks for fast food dining in the region. Through its strategic vision, the group has revolutionized the market by offering high-quality service, innovative menu items, and an exceptional customer experience that reflects the global standards of the KFC brand.



## The same global flavor, perfected in Costa Rica

### Sales Growth

Achieved an average annual sales increase of 15% since Intelectiva acquired the KFC franchises.

### Job Creation

Generated over 1,000 direct jobs in Costa Rica, solidifying Intelectiva's role as a major contributor to the local economy.

### Innovation Strategies

Successfully introduced market-tailored products like the "KFC Tico Box," boosting the average customer ticket size, as well as launchig in delivery services and mobile apps, driving a 35% increase in digital sales.



### Prestigious Awards



Recognized by Yum! Brands for outstanding operational excellence and leadership in the region (2022).



Awarded by the Central American Franchise Chamber for sustainable growth, product innovation, and community engagement (2023).



Honored for developing digital platforms that revolutionized the customer experience, increasing loyalty and satisfaction (2023)



Implemented eco-friendly practices, including reduced plastic use in packaging and the adoption of renewable energy in multiple locations.



Acknowledged for social programs like "Feeding Smiles" benefiting over 50,000 individuals in vulnerable communities across Costa Rica.

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## Black Tap

Where New York’s iconic flavor meets Miami’s vibrant vibe.

In August 2024, Intelectiva proudly launched Black Tap Miami, bringing the iconic New York-based craft burger and milkshake concept to South Florida. Known for its award-winning burgers and over-the-top CrazyShakes®, Black Tap Miami offers a bold and vibrant dining experience that fuses urban creativity with world-class flavor.



Where New York’s iconic flavor meets Miami’s vibrant vibe.

### Culinary Excellence

Home to Black Tap’s signature award-winning All-American burgers and CrazyShakes®, crafted with high-quality, fresh ingredients.

### Florida Growth Plan

Intelectiva plans to expand Black Tap further across Florida, cementing its role as a leader in the premium casual dining space.

### Innovation Strategies

Known for its playful yet sophisticated design, including artistic wall murals and stylish décor.

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# What's next at Intelectiva?

We're expanding our footprint with two exciting projects set to redefine the dining experience.

## The Mexican — Miami (2025)

Opening late 2025, our Miami expansion promises a stunning blend of beachfront sophistication and authentic Mexican flair. With innovative dishes and an atmosphere that celebrates both tradition and modernity, this will be a dining destination like no other.



## The Mexican — Houston (2025)

Opening mid 2026, this location will bring the luxurious elegance of The Mexican to a vibrant new city. Expect groundbreaking architecture, impeccable service, and a menu that pays homage to the bold flavors of Mexico while elevating them to new heights.



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# Concepts Under Development



In addition to our upcoming projects, Intellectiva is crafting four unique restaurant concepts that will push the boundaries of creativity and dining.

## Te Adoro

A romantic, upscale dining experience celebrating the artistry of traditional Mexican cooking.



## Sol Mar Cafe

Inspired by coastal Mexico, where guests can enjoy fresh, energizing meals on the go or savor a relaxing dine-in experience.



## Thank You for Being Part of OurStory

At Intellectiva, we believe the best moments are shared over great food, laughter, and meaningful connections. Thank you for joining us on this journey of flavor, culture, and innovation. Whether you visit us today or in the future, we look forward to welcoming you with open arms and unforgettable experiences.

### Join our community

123 Anywhere St. Any City  
ST 12345 | Tel: +123-456-7890  
hello@reallygreatsite.com

### Business Hours

Monday - Friday: 9am – 6pm  
Saturday: 9am - 12pm

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