



Tia Juanita's Fish Camp

Prospectus



**Our
Founder**
Ricky Martinez

If you're looking for a taste of Mexican food spiced up with Cajun cuisine, then you might find yourself ready to be seated with a big menu at the whimsical wood-panelled eatery known as Tia Juanita's Fish Camp.

The Southeast Texas restaurant chain started in April 2014 in Beaumont and was opened by Owner Ricky Martinez. The restaurant was named after his Tia Juanita – his Aunt Juanita. Martinez told The Enterprise that his Aunt Juanita was married to a disabled World War II Veteran who was shot in France. He remembers his uncle spent a lot of time fishing while his aunt spent a lot of time cooking fish.



**Tia Juanita's Original Location
Beaumont, TX**



**A little bit
About Us!**

The couple raised Martinez's mother in West Texas, which fostered the close relationship that cooked up between him and his aunt and uncle. Martinez was born in Stanford, where his aunt later lived. He eventually moved to East Texas before he ultimately moved Southeast about 15 years ago.

The move to Texas was prompted when he was recruited to be a general manager of a restaurant in 2007. Today, the restaurant that began with a name rooted in his family history continues to grow in popularity with the community in multiple locations, including Port Arthur, Lumberton, Winnie, Lufkin, Orange and Henderson.

-The Beaumont Enterprise
March 20, 2022

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Doug Clothier
Chief Operating Officer

COO's Statement

I enjoy sharing my knowledge of the restaurant business with our team to provide the tools needed to be successful in the business and in their personal growth. My belief is that every single table that comes in to Tia Juanita's is an opportunity to host a party, and each party is different, birthday anniversary, business meeting, etc. When everyone leaves happy, that is very gratifying to me.

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Experience

Doug has 42 years of experience in the restaurant industry. He spent 11 years with Champs restaurants as General Manager then 25 years as VP of Operations with Great Texas Foods which had 1100 employees with locations spanning from Fort Lauderdale, FL to Beaumont, TX. Last 7 years as COO for Tia Juanita's Fish Camp.

Education

Prior to jumping into the restaurant industry, Doug studied Chemistry at Oakland University and University of San Antonio.

Hometown

Grosse Pointe, MI

Where is he now?

Tyler, TX

Sinclair Lampe President

"I love the people—our employees are truly outstanding, and the loyalty of our customers is remarkable. The restaurant industry is a dynamic blend of challenges and joy, and no two days are ever the same. There's always something new to learn, improve, or innovate, and that constant evolution fuels me. Inspired by my father's dedication, I carry forward the values he lived by: hard work, creativity, and meaningful relationships. It's an honor to help build the dream he started, and I'm excited to watch Tia Juanita's Fish Camp continue to thrive and grow."



"I love the people; we have outstanding employees and the loyalty from our customers is amazing"

Focus

Sinclair is now serving as President and is focusing on growing the business through expanding both corporate and license locations. In addition, she is focusing on improving processes, performance management, growth and development, real estate management and human resources.

Education

Sinclair holds a Bachelors in Management and Human Resources from Columbia College, and her Masters in Business Leadership and Supply Chain Management from Colorado Tech University

Hometown

Tyler, TX

Where is she now?

Mont Belvieu, TX





Mike Dougay

Director of Facilities and Maintenance

Mike uses his three decades of restaurant experience as the Director of Facilities and Maintenance at Tia Juanita's. After a career in the US Navy, and a 10 year stint as the owner of a HVAC company, Mike entered the restaurant business and built and operated 3 concept restaurants for 30 years.

Mike came out of retirement and started at Tia Juanita's Fish Camp in 2021 to help open the Henderson location, after which he was asked to be the company inspector.

Originally from Lake Charles, Louisiana, Mike now resides in Lumberton, Texas.



Katie Cooper

Corporate Supervisor of Restaurant Operations

Katie heads a team that oversees manager development, implementation, guest experience, special offers/promotions, social media and community engagement.

Katie holds a BBA in Management from Lamar University and additionally is a Certified Digital Hospitality Marketer (HSMIA 2020) and CRM; SERV Success National Restaurant Association 2018

In her 20 years of experience, she's had leadership roles with both Tia Juanita's and Outback Steakhouse, including 2 years as the Regional Training Coordinator for Outback Steakhouse South Louisiana Markets. She began her current role in 2022, after serving 5 years as General Manager of the Tia's Lumberton, TX location, and was selected as Store and General Manager of the Year 4 times.

Katie is from Winnie, Texas and currently resides in Beaumont, Texas.



OUR AMAZING TEAM

Witney Martinez

Corporate Finance Manager

Witney is responsible for accounting, cost savings, human resources, utility management, insurance and safety and employee benefits.

Witney holds an Associate of Arts in Social Work, a Bachelor's of Science in Social Work and a Master's in Healthcare Administration.

Witney utilizes her many years in the healthcare industry as a Social Worker and Case Manager, as well as her experience, since 2019, in the restaurant industry to the benefit of all of Tia Juanita's employees.

Originally from Tyler, TX, she now lives in Mont Belvieu, TX.



Michelle Cooper

Human Resources and Accounts Payable

Michelle handles the tasks of Office Administrator and Accounts Payable for the corporation, and has held this position since December, 2020. Prior to joining Tia Juanita's, she worked in education as a substitute teacher for 12 years.

Michelle's administrative duties include payroll, placing product orders, paying invoices and monitoring all utility accounts.

Michelle began working in the Beaumont location of Tia Juanita's in March, 2015, starting as a server, then head server / hourly manager.

Michelle has a Bachelor of Applied Arts & Sciences from Lamar University Beaumont.

Michelle was raised and currently lives in China, Texas.

Our Locations



Beaumont

5555 Calder Ave
Beaumont, TX 77706
409-434-4532

Port Arthur

7500 N Twin City Hwy
Port Arthur, TX 77642
409-237-4068





Orange

2900 W Sunset Dr
Orange, TX 77630
409-238-5010

Lumberton

322 S Main St
Lumberton, TX 77657
409-227-0806



Our Locations



Winnie

244 Spur 5
Winnie, TX 77665
409-400-4016

Liberty

439 US Hwy 90
Liberty, TX 77575
936-641-9255





Lufkin

3102 S John Redditt Dr
Lufkin, TX 75904
936-238-3090

Henderson

405 Hwy 79 N
Henderson, TX 75652
903-722-2391



Longview

1501 E Marshall Ave
Longview, TX 75601
903-653-0074



Franchisee Locations



Crystal Beach

2275 TX 87 Unit 15
Crystal Beach, TX
77650
409-684-5006

Athens

1900 E Tyler St
Athens, TX 75751
903-292-0390



Waco

4671 S Jack Kultgen
Expressway
Waco, TX 76705
254-327-3437

Building Types & Services Provided as part of the Initial Design/Construction Fees



Building Types

8,800^{sq.ft} Prototype

Designed for smaller sites, require less staffing, Great building for first time Owner/Operators. Flexible layout to accommodate center access, or corner site.



10,200^{sq.ft} Prototype

Designed for optimum ROI, as an expansion of the 8,800 stores with private room, front entry vestibule, oversized front patio, to be utilized as additional seating. Recommend lot to have twice the frontage width than depth.

12,500^{sq.ft} Prototype

(TJFC APPROVAL ONLY)
Large Footprint based on the Flagship TJFC. Requires Experienced management as the store can seat up to 425 people. Requires larger site for parking or shared parking.



2nd Generation

Requires a minimum 4,000sf Back of House/Kitchen and minimum 7,500sf total. Complete transformation in Front of House/Exterior to comply with TJFC Design Standards. All 2nd gen sites must be approved by TJFC.

Joining the Camp: Your Path to the Franchise

The Tia Juanita's Fish Camp Franchise Journey

Becoming a part of the Tia Juanita's Fish Camp family starts with a clear, structured path designed to ensure a great fit for both our brand and your business goals. We've streamlined our onboarding process into a series of transparent steps, allowing you to move from an interested applicant to a potential franchise owner with full confidence in the information provided.

The Application Phase

The journey begins with the completion of our official Franchise Application. Whether you prefer traditional mail or the speed of digital delivery, your application should be directed to Sinclair Lampe at our Beaumont, Texas headquarters. Because we value the unique strengths of every partner, we require a separate application for each individual involved in the prospective ownership group. Once submitted, our team will carefully review your qualifications to ensure our visions for the future are aligned.

Discovery and Disclosure

Should your application be approved, you will move into the "Discovery" phase. At this stage, we will provide you with our comprehensive Franchise Disclosure Document (FDD). This essential resource—available in both print and digital formats—details the inner workings of our system and the support we provide. To ensure full transparency, we require applicants to sign and return the "Receipt" portion of the FDD, signifying that you have all the information necessary to make an informed decision.

Your Independent Evaluation

We believe the strongest partnerships are built on thorough due diligence. We highly encourage all prospective franchisees to review the FDD with their own legal counsel and business advisors. While we are incredibly proud of our brand's growth and reputation, the decision to open a Tia Juanita's Fish Camp must be based on your own independent research and market analysis.

Finalizing the Partnership

It is important to note that the application process is a mutual "getting to know you" period. A formal franchise relationship is only established once a final Franchise Agreement is executed by both parties. We invite you to take the first step today and discover if your community is the next perfect spot for a Tia Juanita's Fish Camp.

Franchise Contact

Sinclair Lampe
email: sinclair.lampe@tjfishcamp.com

Main Office
145 S. 11th Street
Beaumont, TX 77702



● Site Analysis & Review for Compliance with Brand

TJFC requires all new build sites to be a minimum 2.5 acres, unless access to shared parking or multi-development. All sites must be approved by TJFC

TJFC 2nd gen sites/buildings to be a minimum 7,500sf , with 150 parking spot. All 2nd gen location to be approved by TJFC

● Preliminary Site Design/ Concept Plan

TJFC will provide concept site plan with building style, parking configurations, site access, and signage recommendations. This must be done on all new sites, to consult with local AHJ, utilities districts, service providers, TXDOT, and other local entities.

2nd Gen Buildings will require TJFC to design kitchen and dining footprint in accordance with prototypical designs. TJFC will provide schematic design building specific, show any required building additions, exterior enhancements.

● Arch/Eng Selections Design Fees

TJFC has negotiated rates with Architectural and Engineering Firms qualified in restaurant design and experience with both ground up and 2nd Gen. Each new location is site specific and will require complete civil, along with possible traffic studies, drainage analysis.

2nd Gen stores should be exempt from civil, and on the lower end of design, based on existing information. In looking in 2nd gen locations, acquiring the most recent building drawing and design data, will save on the re-design when creating TJFC.



● Contractor Selection, if approved by TJFC to self-construct

TJFC recommends using TJFC's preferred contractor for all new sites and 2nd gen stores. TJFC has pre-negotiated rates to ensure the licensee/franchisee is getting the best value. If the licensee/franchisee has experienced contractors that meet the requirements set forth by TJFC, we will allow them to bid the project.

● Construction oversight, if approved by TJFC to self-construct

If licensee/franchisee uses their own builder, a construction oversight fee is mandatory. TJFC Construction Manager will conduct monthly inspection throughout project and be onsite bi-weekly once building is deemed 'ready for FFE' until day one of operation. TJFC Construction Manager will ensure brand standards are kept, building meets code and life safety requirements.

● Construction, if by TJFC Preferred Contractor

All New builds will be built in accordance with AIA A102-2017 with GMP and a fixed fee of 10%

All Remodels/ 2nd Gen will be built in accordance with AIA AIA103-2017, no GMP and a fixed Fee of 15%

With each method a TJFC preferred contractor will solicit bids and provide the licensee/franchisee with cost of construction, FFE, startup, training, and vendor up. The licensee/franchisee is responsible for all cost, as set forth in the Franchisee/ Licensing Agreement.







Tia Juanita's Fish Camp

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The materials in this brochure are for general information only and are not intended as an offer to sell or the solicitation of an offer to buy a Tia Juanita's Fish Camp franchise. Certain states regulate the offer and sale of franchises. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with all applicable registration and disclosure requirements. By way of example, we do not currently offer or sell franchises in the following states: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.