

Brand Audit: moes.com

Executive Summary

Brand opportunities

- Tension: Customization vs. Authenticity
 - Consumer Truth: Customers desire authentic Mexican flavors but also want the ability to customize their meals to suit personal tastes and dietary needs.
 - Brand Truth: Moe's offers a highly customizable menu while maintaining a commitment to fresh, authentic ingredients [\[22\]](#)[\[45\]](#).
 - Manifestation: Moe's can own this tension by launching a campaign titled "Your Way, the Authentic Way," emphasizing the balance between authentic Mexican flavors and the freedom to customize. This could include interactive digital experiences where customers can virtually create their own dishes with authentic ingredients, sharing their creations on social media with a chance to win a feature on Moe's menu.
- Tension: Family Dining vs. Individual Preferences
 - Consumer Truth: Families often struggle to find dining options that satisfy diverse tastes and dietary preferences within the group.
 - Brand Truth: Moe's provides family-friendly meal kits that cater to a variety of preferences, allowing for a shared dining experience without compromise [\[44\]](#).
 - Manifestation: Moe's could introduce a "Family Fiesta Night" initiative, where families are encouraged to share their Moe's dining experiences on social media. This could be supported by a series of family-oriented events at Moe's locations, featuring games and activities that highlight the brand's fun, family-friendly atmosphere.
- Tension: Fast-Casual Convenience vs. Fine Dining Experience
 - Consumer Truth: Diners want the convenience of fast-casual dining but also crave the quality and experience of fine dining.
 - Brand Truth: Moe's is evolving its brand with modernized designs and bold flavors, bridging the gap between convenience and quality [\[13\]](#).
 - Manifestation: Moe's can capitalize on this tension by creating "Moe's After Dark" events, transforming select locations into a more upscale dining experience during evening hours. This

could include mood lighting, a special menu with elevated dishes, and live music, offering a unique dining experience that combines the best of both worlds.

Owned Space

What Moe's is doing well

- Strong Brand Recognition: Moe's Southwest Grill is recognized as a top Mexican chain, having been crowned number one in a Harris Poll of top Mexican restaurants [\[18\]](#).
- Customizable Menu: Moe's offers a wide variety of customizable, Southwestern "street food" including burritos, nachos, and quesadillas, focusing on freshness and quality [\[12\]](#)[\[19\]](#).
- Rapid Expansion: Since its founding in 2000, Moe's has grown to over 700 locations worldwide, indicating strong market presence and expansion capabilities [\[18\]](#)[\[19\]](#).
- Brand Evolution: Moe's is actively evolving its brand with modernized restaurant designs and new menu items emphasizing bold flavors [\[13\]](#).

Recent developments at Moe's

- Expansion in Arizona: Moe's Southwest Grill is opening its first location in Arizona, marking a return to the state after closing all locations in the 2010s [\[102\]](#)[\[105\]](#).
- Menu Innovations: Moe's has reintroduced popular items like shredded beef birria tacos and bowls, catering to customer preferences for diverse and flavorful options [\[148\]](#).
- Competitive Positioning: Moe's is recognized as a main competitor to Chipotle, emphasizing a fun, family-friendly dining experience with customizable Tex-Mex dishes [\[103\]](#)[\[143\]](#).
- Franchise Growth: The chain has expanded to over 700 locations globally, highlighting its growth and popularity in the fast-casual dining sector [\[141\]](#).

Product portfolio

- Main Products and Services: Moe's offers a customizable Mexican menu featuring burritos, tacos, burrito bowls, quesadillas, and more, all made from fresh ingredients [\[22\]](#)[\[45\]](#).
- Main Features and Proof Points:
 - Customizability: Customers can create endless meal varieties, emphasizing personalization [\[22\]](#)[\[45\]](#).

- Fresh Ingredients: The menu is crafted using only the freshest ingredients, appealing to health-conscious consumers [\[22\]\[24\]](#).
- Family-Friendly Options: Moe's provides meal kits for large groups, allowing for family-style dining with options like tacos, fajitas, or build-your-own nachos [\[44\]](#).

Brand social sentiment

- Positive Consumer Feedback: Consumers express satisfaction with Moe's Southwest Grill, highlighting the taste and quality of their offerings. A TikTok user mentioned, "Tried Moes for the first time and they didn't disappoint!!!" [\[332\]](#). Another user rated Moe's BBQ highly, giving it a 9.6 out of 10 [\[328\]](#).
- Negative Consumer Feedback: Some consumers have expressed dissatisfaction, as seen in a TikTok post mentioning Moe's Southwest Grill closing permanently at a location [\[324\]](#).
- Key Themes:
 - Taste and Quality: Many comments focus on the delicious taste and quality of Moe's food, conveying satisfaction and enjoyment [\[332\]\[328\]](#).
 - Service and Availability: Concerns about store closures indicate issues with availability and service, leading to disappointment and frustration [\[324\]](#).

These themes convey emotions ranging from delight and satisfaction to disappointment and frustration among consumers.

Brand website and paid creative

- Brand Tone and Voice: Moe's uses a friendly and inviting tone, emphasizing fun and customization. The language is casual and approachable, appealing to a broad audience [\[262\]\[264\]\[272\]](#).
- Key Messages and CTAs:
 - Promotions: Highlighting deals like "BOGO Entres" and "Moe Monday" to attract customers with value offers [\[264\]\[281\]](#).
 - Catering Services: Emphasizing customizable catering options for events and meetings, promoting convenience and satisfaction [\[272\]\[273\]](#).
 - Limited-Time Offers: Encouraging urgency with phrases like "For a Limited Time Only" for items like Chile Verde Carnitas [\[275\]](#).
- Emotions Conveyed: The messaging conveys excitement, urgency, and satisfaction, aiming to create a sense of community and enjoyment around dining experiences [\[262\]\[269\]\[281\]](#).

Competitor & Industry Audit

Trends in the vertical

Here are some of the emerging and unexpected trends specific to the Mexican-style fast casual dining category, particularly relevant to Moe's:

- **Rise of Fast-Casual Tacos:** There is a growing niche within the fast-casual segment focusing on tacos. These chains aim to offer more elevated fare compared to quick-service giants like Taco Bell and Del Taco, providing a unique opportunity for Mexican-style fast casual restaurants to differentiate themselves [\[124\]](#).
- **Mexican Pambazo Sandwiches:** This traditional Mexican sandwich is expected to appear more frequently on the menus of fast-casual chains and food trucks, indicating a trend towards incorporating authentic Mexican street food into mainstream offerings [\[92\]](#).
- **Third-Culture Dining:** This trend involves blending ingredients, techniques, and philosophies from two or more distinct cultures to create unique dining experiences. This could lead to innovative menu items that combine Mexican flavors with other global cuisines, offering a fresh take on traditional dishes [\[214\]](#).
- **Flavor Profiles Driven by Gen Z:** Gen Z is influencing menu trends with their preference for unique flavor profiles such as "swicy" (sweet and spicy), "swalty" (sweet and salty), and "newstalgic" (new takes on nostalgic flavors). This could lead to creative adaptations of Mexican dishes to cater to these tastes [\[217\]](#).
- **Expansion of Mexican Cuisine:** Mexican cuisine continues to grow in popularity, with fast-casual chains like Moe's expanding rapidly. This growth is driven by the demand for customizable options and fresh ingredients, which are hallmarks of Mexican-style fast casual dining [\[218\]\[220\]](#).
- **Fine Fast Casual Concepts:** There is a shift towards "fine fast casual" concepts that combine the hospitality of casual dining, the quality of fine dining, and the convenience of fast casual. This trend could lead to more upscale offerings within the Mexican-style fast casual category [\[152\]](#).

These trends highlight the dynamic nature of the Mexican-style fast casual dining category and present opportunities for Moe's to innovate and expand its offerings.

Category trends on social

- **Positive Dining Experiences:** Consumers express excitement and satisfaction with Mexican-style fast casual dining, highlighting the vibrant atmosphere and flavorful dishes. For example, a TikTok user praised Tacos El Metate for its "mouthwatering menu" and authentic vibes [\[370\]](#).

- **Affordability and Value:** Many consumers appreciate the affordability and value offered by these dining options. A TikTok user mentioned enjoying a meal at Rale Mexican Eats, noting the generous portions and reasonable prices [\[291\]](#).
- **Authenticity and Flavor:** Authenticity and bold flavors are key themes. A TikTok user described Guzman y Gomez as offering "real Mexican street food made fresh with the best ingredients" [\[363\]](#).
- **Emotional Connection:** Consumers often express a strong emotional connection to the food, associating it with comfort and satisfaction. This is evident in comments about the "delicious Green Enchiladas" at Papa Tachos [\[360\]](#).
- **Excitement and Anticipation:** There is a sense of excitement and anticipation for new openings and menu items, as seen in posts about new locations and menu offerings [\[370\]](#)[\[360\]](#).

Competitive map

Company	Leading or Emergent	Strengths	Source
Chipotle Mexican Grill	Leading	Focus on fresh, high-quality ingredients, customizable menu, sustainability, strong brand recognition	[200] [240]
Qdoba Mexican Eats	Leading	Customizable menu, fresh ingredients, diverse menu options, competitive pricing	[187] [236]
Baja Fresh Mexican Grill	Leading	Fresh, handmade food, no microwaves or freezers, commitment to freshness and quality	[182]
Rubio's Coastal Grill	Leading	Coastal-inspired Mexican cuisine, known for fish tacos, unique menu offerings	[186]
Moe's	Leading	Menu variety, brand recognition, customer experience, opportunities for digital presence improvement	[184] [235] [188] [240]
Velvet Taco	Emergent	Innovative approach, unique taco offerings, diverse menu, expansion plans	[83]
Torchy's Tacos	Emergent	LA-style street tacos, Mexican-inspired dishes, focus on fresh, organic ingredients	[167]
California Burrito	Emergent	Customizable meal options, emphasis on fresh ingredients and customer choice	[168]

Audience Identification

Current & aspirational audiences

- **Current Target Audiences:**
 - **Middle and Upper-Middle-Class Segments:** Moe's attracts these income groups due to its fast-casual dining experience, which offers meals typically priced between \$10 and \$15 [\[74\]](#).

- College Students: Moe's locations in bigger cities and its appeal to younger demographics make college students a key audience [\[75\]](#).
- Families and Health-Conscious Consumers: Moe's customizable menu options cater to families and those seeking healthier meal choices [\[231\]](#).
- Aspirational Audiences:
 - Busy Professionals: Expanding offerings to include quick, healthy meal options could attract professionals seeking convenient dining solutions [\[2\]](#).
 - Plant-Based Diet Enthusiasts: Introducing more vegetarian and vegan options could appeal to the growing interest in plant-based diets [\[7\]](#).
- Jobs to Be Done (JTBD):
 - Middle and Upper-Middle-Class Segments: Provide a dining experience that balances quality and affordability.
 - College Students: Offer a fun, welcoming environment with affordable, customizable meal options.
 - Families: Deliver diverse menu choices that cater to different dietary preferences within a family.
 - Health-Conscious Consumers: Ensure access to fresh, healthy ingredients and customizable meals.
 - Busy Professionals: Offer quick, nutritious meals that fit into a busy lifestyle.
 - Plant-Based Diet Enthusiasts: Provide a variety of plant-based menu options to meet dietary preferences.

Audience diagram

The radar chart has been generated to visually represent the relevance of each "Job to Be Done" for Moe's current and aspirational audiences.

Audience competitor interactions

- Middle and Upper-Middle-Class Segments: These consumers are drawn to Chipotle for its high-quality ingredients and sustainability focus, and to Qdoba for its competitive pricing and diverse menu [\[200\]\[236\]](#).
- College Students: Chipotle and Qdoba appeal to college students with their customizable and affordable meal options, while Baja Fresh attracts those interested in fresh, handmade food [\[187\]\[182\]](#).
- Families and Health-Conscious Consumers: Chipotle's commitment to fresh ingredients and Rubio's unique coastal-inspired menu attract families and health-conscious diners [\[240\]\[186\]](#).

- **Busy Professionals:** Chipotle's efficient online and app-based ordering systems cater to busy professionals seeking quick, healthy meals [240].
- **Plant-Based Diet Enthusiasts:** Chipotle and Qdoba offer plant-based options, appealing to this growing audience with their focus on fresh, customizable meals [200][236].

Audience messaging and engagement

Audience	JTBD	Message	Engagement Idea Source
Middle and Upper-Middle-Class Segments	Provide a dining experience that balances quality and affordability	"Elevate Your Dining Experience: Quality Meals Without the Premium Price Tag."	Collaborations with Lifestyle Influencers
Middle and Upper-Middle-Class Segments	Provide a dining experience that balances quality and affordability	"Join Moe's Elite: Enjoy Exclusive Perks and Savings."	Exclusive Membership Programs
College Students	Offer a fun, welcoming environment with affordable, customizable meal options	"Moe's on Campus: Customize Your Meal, Customize Your Fun!"	Campus Pop-Up Events
College Students	Offer a fun, welcoming environment with affordable, customizable meal options	"Show Us Your Moe's Creation: Win Free Meals for a Semester!"	Social Media Challenges
Families	Deliver diverse menu choices that cater to different dietary preferences within a family	"Family Feast at Moe's: Something for Everyone!"	Family Meal Bundles
Families	Deliver diverse menu choices that cater to different dietary preferences within a family	"Build Your Family's Perfect Meal at Moe's!"	Interactive Menu Tools
Health-Conscious Consumers	Ensure access to fresh, healthy ingredients and customizable meals	"Eat Smart with Moe's: Discover Our Fresh, Healthy Options."	Nutrition Workshops
Health-Conscious Consumers	Ensure access to fresh, healthy ingredients and customizable meals	"Know What You Eat: Transparency at Moe's."	Interactive Ingredient Transparency
Busy Professionals	Offer quick, nutritious meals that fit into a busy lifestyle	"Moe's on the Go: Nutritious Meals in Minutes."	Mobile Ordering and Pickup
Busy Professionals	Offer quick, nutritious meals that fit into a busy lifestyle	"Fuel Your Team with Moe's: Quick, Healthy Office Meals."	Office Catering Solutions
Plant-Based Diet Enthusiasts	Provide a variety of plant-based menu options to meet dietary preferences	"Discover Moe's Plant Power: Deliciously Vegan, Uniquely You."	Plant-Based Menu Launch Events

Plant-Based Diet Enthusiasts	Provide a variety of plant-based menu options to meet dietary preferences	"Taste the Future: Moe's Plant-Based Revolution."	Collaborations with Vegan Influencers
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