



FREQUENT DINERS

When it comes to a night out on the town or celebrating a special occasion, Canadians spare no expense. Canadians are big on going out to enjoy a meal, with 22 million restaurant visits made every day across the country. Many of these outings are made to a full service restaurant or dining room. Whether they're looking to dine out with their family for the evening or want to celebrate a birthday, job promotion, or other milestone, full service restaurant and dining room franchises rise to the occasion, providing hospitality and great-tasting fare.

More and more Canadians are dining out, according to Statistics Canada. Food services and drinking places sales are on the rise, with sales in the food services and drinking places over the month of August increasing by 0.3 per cent to \$6.2 billion. Unadjusted year-over-year sales in food services and drinking places were also up 3.0 per cent in August 2019 as compared to August 2018, and sales in the full service restaurants category increased by 3.5 per cent in this time frame.

This special section takes a closer look at the full service restaurant and dining room franchise category, highlighting the factors that make these restaurants a popular choice for Canadian consumers.

GROUP MTY GROUP

EXCELLENCE.



allô!moncoco

modern breakfast

Allô! Mon Coco has revolutionized the breakfast, brunch and lunch scene with their generous portions, famous (and delicious!) potatoes and unique sweet & salty combinations. With over 40 locations across Québec and in Ontario, the restaurant chain is #1 on everyone's brunch list.

www.allomoncoco.com/amc/

BÂTON ROUGE

STEAKHOUSE & BAR

We, at Bâton Rouge Steakhouse & Bar, are unrelenting about the great food we serve you. Since 1992, we've built our success on preparing our meals, using only the very best ingredients, day in and day out. Satisfying our guests is what fuels our inner fire to do things the right way; The BR way.

www.batonrouge.ca

Ben&Florentine®

From hearty breakfasts to healthy lunches, all our food is lovingly prepared with the freshest and finest ingredients in our 60 locations. We're committed to creating and delivering the finest dining experience in the breakfast and lunch industry.

www.benandflorentine.com

m madisons

RESTAURANT & BAR

At Madisons Restaurant & Bar, our goal is to provide an upscale casual dining experience that is unforgettable. Come and discover a warm yet trendy décor, a diverse menu to satisfy the most refined palates, and a modern and wide ranged bar. The destination of choice to enjoy urban cooking in all its simplicity.

www.madisonsresto.com

Pizza Delight

Pizza Delight was founded in Atlantic Canada in 1968, and has grown to become a true institution. The people who know us have fond memories of family gatherings, birthdays, even the occasional marriage proposal. We make GREAT Pizza, Pasta, Donairs & Garlic Cheese Fingers. Each day we deliver delight in any way we can.

www.pizzadelight.ca



Renowned for its famous Rotisserie chicken and delicious back ribs, the first Scores Rotisserie opened its doors in Montreal in 1995. As a growing business, our network of franchises now includes over 40 rotisseries across Quebec and Ontario.

www.scores.ca

ARE YOU READY FOR THE

1-866-891-6633

DEDICATION. INNOVATION

81 BRANDS - 7345 LOCATIONS - CANADA - UNITED STATES - INTERNATIONAL

casa GRECQUE

Since 1980, Casa Grecque has revolutionized food service in Quebec with its "Bring Your Own Wine" concept and its philosophy of eating well at affordable prices. We continue to offer Quebecers Greek-inspired dishes, including freshly prepared grilled meats and seafood.

www.casagrecque.ca

RISTORANTE **GIORGIO** APPORTEZ VOTRE VIN

Food is at the heart of our mission, from Italian classic, to new favourites. Our dishes are prepared with fresh ingredients and presented with a focus on quality and new flavours. Bring your appetite and, of course, your favourite bottle of wine!

www.giorgio.ca

industria pizzeria + bar

Industria Pizzeria + Bar is a modern pizzeria offering a fusion of authentic and modern Italian cuisine – SFIZI style! What is that 'S' word? SFIZI are Italy's version of tapas or sharing plates. Italians love to share and the plates and portions are designed to do so.

www.industriapizzeria.com

STEAK FRITES *St Paul*

Steak Frites St-Paul is the only French Bistro franchise in Quebec where you can bring your own wine!

Our menu offers a tasty variety of steaks, tartares, seafood and fish. Not to mention our famous "all you can eat" fries! Our rich selection of dishes allows wine lovers to enjoy an excellent culinary experience in a relaxed and friendly atmosphere.

www.steakfrites.ca



Since 1967, Toujours Mikes is a place where you will find yourself right at home with the taste of home-cooking for breakfast, lunch, dinner or supper. From generation to generation, Toujours Mikes has been part of your everyday life for more than 50 years with its iconic Superstar Sub and more!

www.mikes.ca

TUTTI FRUTTI BREAKFAST & LUNCH

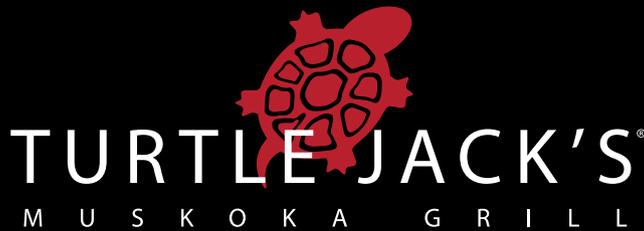
The taste of life! Freshness, colours and comfort. For over 25 years, Tutti Frutti has been inviting people of all ages to rendez-vous with the delicate pleasures of having breakfast together.

www.tuttifruttidejeuners.com

CHALLENGE? CONTACT US!

Ext. 8463 or infofranchise@mtygroup.com

Be Part of an Expanding, Premium, Casual Dining Brand.



“Without question, the freshness of our food is a big reason I bought into Turtle Jacks. When customers comment on an amazing meal, I’m proud to say that it’s because we strive to make our dishes from scratch. A fresh, curated menu and exceptional service is why loyal guests make up 90% of our business.”

Gary Anderson, Owner, Turtle Jack’s Muskoka Grill, Waterdown, ON.

To learn more about a franchise opportunity with
Turtle Jack’s Muskoka Grill or Coop Wicked Chicken, contact:
Peter J. Fisher • peterjames.fisher@gmail.com • 289-242-6913

For over 25 years, our success has been rooted in our beliefs in:

- A commitment to quality
- Thorough training
- Superior purchasing ability
- Well-established systems
- A culture of success



“Coop Wicked Chicken is such a fun brand. It’s everything you love about the 80s & 90s – music, movies, board games... It’s a place that resonates with everyone from families to millennials. Not to mention made-in-house dishes, brined Canadian chicken and a signature spice mix that make our menu simply incredible!”

Chantal Gagnon, General Manager, Coop Wicked Chicken, Burlington, ON.



Opportunities Available In: London • Barrie • St. Catharines
• Kitchener • Oakville • Toronto • Etobicoke • Mississauga
• Brampton • Brantford • Pickering • Kingston • Halifax • Winnipeg



WILD WING™

— Your Local Sports Bar —

HOT WINGS, COLD BEER, GREAT SPORTS!
101 amazing wing flavours to choose from!



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Join Wild Wing Today!

CANADA'S LARGEST CHICKEN WING RESTAURANT CHAIN OPERATING SINCE 1999



- 101 incredible wing flavours
- National Brand Recognition
- Comprehensive Management Training
- Very competitive fees
 - Royalty 5%
 - Advertising 2%
- Hands-On Pre/Post-Opening Support
- State of the art 7000 square foot Corporate Training Centre at 1700 King Road, King City, Ontario

NATIONAL AND LOCAL MARKETING SUPPORT



Promotions and materials including posters, social media posting files as well as regular Menu and Website updates.

STARTING COSTS OF NEW RESTAURANT

Initial Franchise Fee	\$35,000*
Rent, Security Deposits	\$20,000*
Project Development	\$20,000*
Construction	\$200,000-\$600,000*
Inventory/Working Capital	\$25,000*

Plus applicable taxes. *Estimated Costs.

The costs for a new restaurant can vary from project to project and depends on a number of factors including but not limited to:

- The square footage of the property
- Landlord's contribution towards lease hold improvements
- The efficiency of the contractor or project manager
- Development and construction costs in a particular market/area.

Retrofitting an existing restaurant is generally much less expensive than a new build.

RECENTLY OPENED

ONTARIO
 Burlington
 Etobicoke
 London
 Oakville
 Oshawa
 Sarnia
 Scarborough
 Smiths Falls
 Sutton
 York University

WESTERN CANADA
 Burnaby, BC
 Langley, BC
 North Vancouver, BC
 Agriplace, Saskatoon
 Jemini, Saskatoon
 Ellis Avenue, Winnipeg

MARKETS AVAILABLE

ONTARIO
 Ajax - **SOLD!**
 Bracebridge
 Bradford
 Cambridge
 Cornwall
 Hamilton
 Keswick
 Kingston
 Midland - **SOLD!**
 Niagara Falls
 Petawawa
 Owen Sound
 Richmond Hill
 Simcoe - **SOLD!**
 Sudbury
 Toronto Midtown
 Toronto Queens Quay - **SOLD!**
 Windsor

WESTERN CANADA
 Moose Jaw, SK
 Prince Albert, SK
 Regina, SK
 Saskatoon, SK
 Calgary, AB
 Fort McMurray, AB
 Medicine Hat, AB
 Red Deer, AB
 Vancouver, BC
 BC (various)

EASTERN CANADA
 Dartmouth, NS
 Halifax, NS
 Sydney, NS
 Charlottetown, PEI
 Summerside, PEI
 Bathurst, NB
 Fredericton, NB
 Moncton, NB
 St. John, NB
 St. John, NL

100 locations and growing!

WILDWINGRESTAURANTS.COM





Payroll and bookkeeping shouldn't be complicated.

Let our Outsourcing team handle them so you can focus on your business.

Contact us at 1-866-932-1414
or insights.bdo.ca/restaurants



Nearly half of franchise restaurant owners are concerned about rising wages and high staff turnover.

Read about that and their other concerns in our *Franchise Restaurant Business Report*.

Visit www.bdo.ca/franchisereport to learn more.



WHICH AGE GROUP VISITS RESTAURANTS THE MOST?

18 TO 24

TOTAL OPERATING REVENUE FOR THE FOOD SERVICE AND DRINKING PLACES INDUSTRY IN 2017 WAS

\$71.8 BILLION



Food Service in Canada

Canada's food service industry continues to thrive. Restaurants Canada, the national association for food service, reported that Canada's commercial food service industry has performed as forecast, advancing by 4.2 per cent in Q1 2019. Real sales also grew by 1.2 per cent in Q1 2019 (adjusting for menu inflation of 3.0 per cent). The outlook for 2020 remains bright, with commercial food service sales forecast to grow by 4.5 per cent to \$78.6 billion. As these numbers continue to grow, it's quite clear that Canadians love to dine out.

According to Statistics Canada, total operating revenue for the food service and drinking places industry was \$71.8 billion in 2017. In that same year, Statistics Canada reported a profit margin (operating revenue minus operating expenses, expressed as a percentage of operating revenue) of 4.3 per cent for establishments operating within this sector.

Types of Restaurants

Quick service restaurants:

Quick service restaurants have a focused menu and food is usually ordered at a counter and then brought to a table or taken out to eat. Many quick service restaurants offer drive-thru ordering for customer convenience.

Also in the quick service category are **fast casual restaurants**. These establishments feature an ordering counter like quick service restaurants, with accoutrements like non-plastic cutlery and dishes and a made-to-order menu. Fast casual is generally considered to be positioned between quick service restaurants and casual dining restaurants.

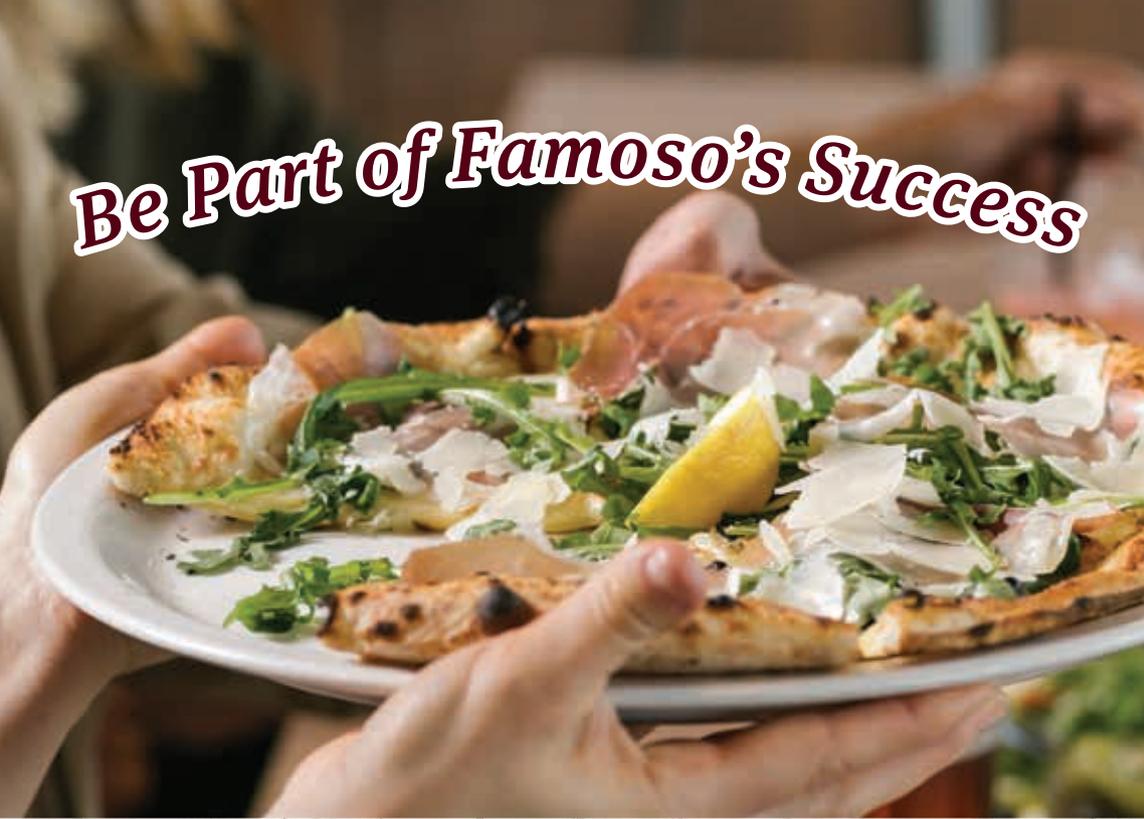
Full service restaurants:

Full service restaurants can be categorized by having a large menu and offering table service attended by wait staff. Within full service restaurants further sub-categories can be defined, such as:

- **Fine dining**, featuring an upscale menu in a formal atmosphere
- **Casual dining**, featuring moderately priced food in a more relaxed atmosphere

Casual dining restaurants attract guests for a number of reasons, including the casual atmosphere, menu options, and family-friendly environment.

Be Part of Famoso's Success



- 1st authentic Neapolitan pizzeria in Canada
- Authentic quality ingredients imported from Italy
- 29 locations with 6 locations opening in 2020 in BC, AB & ON
- Required investment
 - Full size Famoso \$700k
 - Pronto Fast Casual streamlined model \$400k
- Best-in-class support and training



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Ricky's

ALL DAY GRILL



1.888.597.7272

www.rickysfranchise.com

BECOME PART OF RICKY'S FAMILY

A Variety of Franchise Options to Meet Your Needs

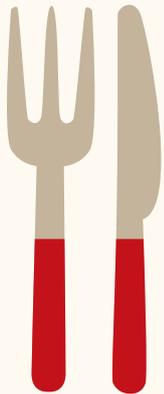
- Founded in 1962
- 80+ locations
- All dayparts
- Family-friendly atmosphere
- Integrated or separate lounge
- On-going support
- Comprehensive training programs
- Proven operating systems
- Marketing support
- High quality innovative menu



Restaurants by the Numbers

38%

of franchises are restaurants (CFA)



THE FOODSERVICE INDUSTRY IN CANADA – AN OVERVIEW

(Restaurants Canada)

Annual Sales:
\$85 billion

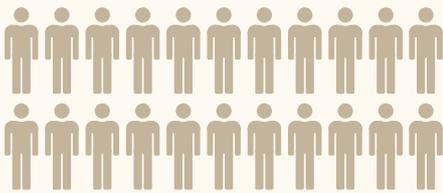
Number of indirect jobs:
283,700

Share of GDP:
4.0%

Share of Canadian workforce:
7%

Number of direct jobs:
1.2 million

Number of establishments:
Nearly **97,000**
restaurants, bars, and caterers



22 million

restaurant visits per day in Canada

(Restaurants Canada)

In 2017, Canadian households spent an average of

\$2,593

at restaurants. (Statistics Canada)



18- to 34-year-old

50 or older



14%

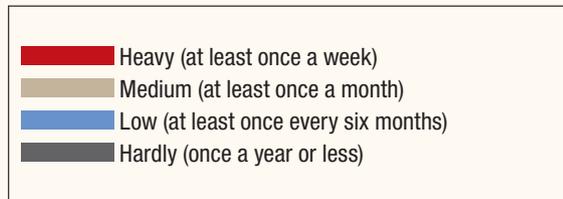


3%

34% of Canadians visited a table service restaurant in the last month after a direct recommendation from a friend or family member, and this was consistent across gender, age, and in households with/without children. (Restaurants Canada)

Advertisements or promotions on social media impacted the decision to visit a table service restaurant for 14 per cent of those in the 18- to 34-year-old age group, compared to 3 per cent of those aged 50 or older. (Restaurants Canada)

How often do consumers eat out?



Quick service restaurants:

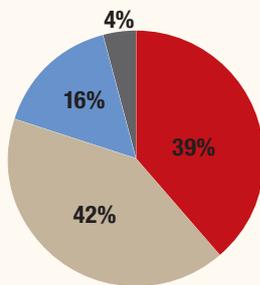
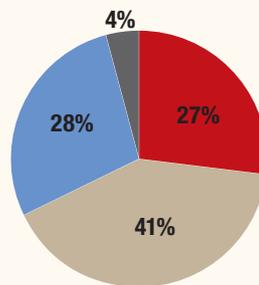
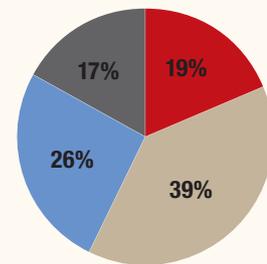


Table-service restaurants:



Order food for delivery/takeout:



(Source: Restaurants Canada and Statistics Canada)

Real Mexican Success



Drive-Thru



Mall



Cantina

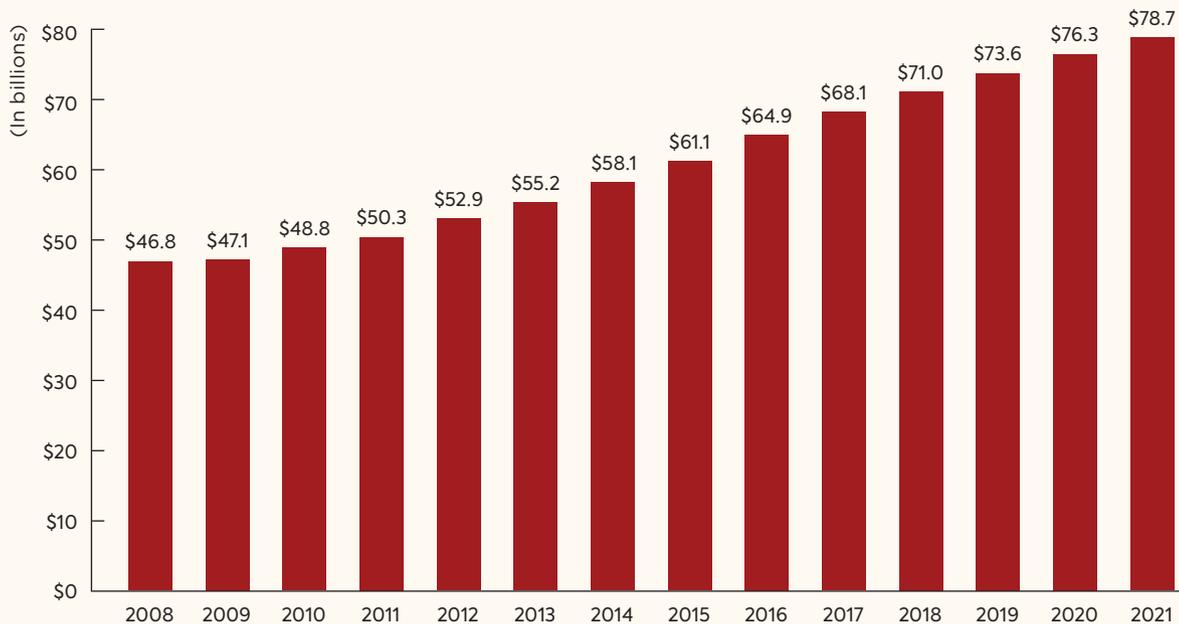


We've been serving real Mexican food to Canada for over a quarter of a century! You can join our successful group of Franchisees by opening one of our Drive-thru, Food Court or Store Front locations. The same great Mexican food is served in each store format; but with capital and operating requirements that will match up with your objectives. You will need \$75,000 to \$125,000 unencumbered cash, depending on which unit type you select.

Visit us at: www.tacotimecanada.com or call us at: 1-800-471-5722 ext. 894

Commercial Foodservice Sales Forecast

(Source: Restaurants Canada, Stats Canada)



BROWNS SOCIALHOUSE[®]
restaurant . bar . socialize

2020 IS YOUR YEAR

Award-winning Browns Restaurant Group is looking for **experienced industry professionals** to join our growing **Browns Socialhouse** brand in Canada. **Don't miss out!**

Franchising opportunities for our other restaurant brands **Browns Crafthouse** and **Liberty Kitchen** are also available.

Contact us today to discuss opportunities in your area.

➔ franchising@brownsrestaurantgroup.com

BRG



BROWNS CRAFTHOUSE
KITCHEN & BAR

LIBERTY KITCHEN

Visit www.brownsrestaurantgroup.com for more info



Hot Trends

UP & COMERS

Craft beer/microbrews	1	Cannabis/CBD-infused food
Sous vide	2	Cannabis/CBD-infused drinks
House-made condiments/sauces	3	Half portions/smaller portions for smaller price
Plant-based burgers and sausages	4	Food waste reduction/management (e.g. zero-waste cooking)
Locally sourced foods (Locavore)	5	Protein-rich grains/seeds (e.g. hemp, chia, flax)
Paper straws	6	Ethnic/street food inspired appetizers (e.g. tempura, taquitos, etc)
Food smoking	7	Unusual/uncommon herbs (e.g. lovage, papalo, lemon balm)
Charcuterie/house-cured meats	8	Drinkable desserts
Sustainable seafood	9	Dessert flights/combos/platters
Pickling	10	Vegetable/vegetarian appetizers + Culinary cocktails [TIED] (e.g. savoury, fresh ingredients, herb-infused)

(Restaurants Canada)

Canada's Premier Burger Brand

Looking to own a successful business in partnership with a company that is experiencing significant growth? Fatburger may be the premium quick-casual restaurant choice for you.

Our formula works - based on carefully selected sites and a commitment to maintaining the quality and consistency of the Fatburger brand.

Contact us: 1-888-597-7272 or
franchise@fatburgercanada.com
fatburgercanada.com



65+ Years in business

35% Growth in the past 3 years

58 Stores nationally

