



Keeping it Casual

Canadians love going to a restaurant to eat a meal, with 18 million restaurant visits made every day across the country. Many of these outings are made to a full service restaurant, to celebrate an occasion, such as a birthday, work event, or family dinner. Moreover, Canadians' preferred activity for spending time with family and friends is to go out for a meal at a restaurant.

More Canadians are looking to casual dining restaurants when they want to sit down for a meal: according to a 2012-2013 study, the number of visits to casual dining restaurants in Canada increased by three per cent, and the average cheque for those visits increased by two per cent.

This special section takes a closer look at the casual dining category, highlighting the factors that make these restaurants a popular choice for Canadian consumers. It also showcases some of the casual dining franchises that are dishing out appetizing opportunities for franchisees from coast to coast.



ADVERTISEMENT



*My drinking team
has a bowling
problem.*



Don't grow up. It's a trap!



A juicy opportunity for hands-on people (Napkins provided)

The term steakhouse usually brings associations of a high end, expensive eatery. That's not what you'll experience when you walk into a MR MIKES SteakhouseCasual location. Prepare yourself for something a little different. Okay, a lot different.

Founded in 1960, the very first MR MIKES was the ultimate definition of 'casual'. A cafeteria-style grill where you served yourself a salad while waiting to pick up your steak. An affordable way to enjoy high quality beef, it was also highly successful, growing into a chain of unique, no-frills steakhouses known for good quality, sensibly priced food.

That concept has evolved over the last half century, but still embodies all the things our customers have come to love - high quality, value & friendly surroundings. No pretensions. No airs. No attitudes.

Two experiences in one.

Many restaurants have lounges. Even more have sports bars. Nobody has an urbanLODGE. "The Lodge" is unique and refreshingly relaxed, with an upbeat urban flare. Relaxed and welcoming. Immediately comfortable. An ideal place to unwind with friends and enjoy a generous selection of tasty and creative drinks. And well worth it. The urbanLODGE is an undeniably Canadian experience.

MR MIKES is a steakhouse where friends, families and co-workers come to sit back and relax and to enjoy some great Canadian AAA steaks and a whole lot more - including our famous Mikeburger®. It's a place that banned tablecloths, fancy cutlery and snooty waiters right from the beginning, only to make way for a little elbow room and a chance to break the mould of weekly mediocrity.

There is no other restaurant brand like MR MIKES SteakhouseCasual. We are rapidly growing and want you to join in our success!

Call 604-536-4111 for more info on Franchise Opportunities

rammp.net  @RAMMPFranchise

MR MIKESTM SteakhouseCasual



Why Join MR MIKES?

- An Established and Proven Restaurant Concept
- 50 Years of Loyal Satisfied Guests
- Corporate Branding and Development Strategies
- Turnkey Franchise Operations Including:
Site Selection, Restaurant Design, Development and Construction, Financing Assistance, Staff Recruitment Assistance
- Comprehensive Franchisee Training Programs
- Onsite Training and Opening Assistance
- Ongoing Operational Support
- Advertising and Marketing
- Ongoing Menu Development and, Cost and Quality Control Programs



RESTAURANTS

The Great Taste Of Adventure!

Welcome to Wing'n it restaurant, the Great Taste Adventure. Wing'n it is a family-friendly restaurant known for our made fresh wings daily, and over 100 flavours that you can taste on our wings, ribs, fries, wedges, and onion rings. Our menu has a wide variety of options for all ages to enjoy.

Wing'n it was established in 2011 in St. John's, Newfoundland. We started our first store in downtown St. John's, and then opened our first franchise in December 2011 in Gander, Newfoundland. Since then, Wing'n it has spread our wings to a total of 12 stores, nine of which are in Newfoundland, along with one in Nova Scotia and two in Alberta.





WHAT WE OFFER

Wing'n it restaurants' corporate office provides the training and support you need to succeed, starting with a four-week training program in an established Wing'n it store.

Other training and support includes:

- training and operation manuals for day-to-day operations
- local advertising support
- support with site location selection and development, and advice
- construction assistance
- marketing
- support to help meet administration and accounting guidelines
- continued support from head office

THE IDEAL WING'N IT FRANCHISEE

Wing'n it is looking for candidates who are 100% committed professionally, who are looking to grow with a fast-growing franchise, and who are enthusiastic, with great business skills. Candidates should be willing to follow a system and see it to success, and should understand the value of a proven model and brand.

WHY WING'N IT?

We're a fast-growing franchise in Atlantic Canada, and are looking to be the fastest-growing in Canada. We have a great brand and provide great product to customers in any community, town, or city, and are looking for the right franchise candidates to help Wing'n it continue to grow and meet customer demand.

WING'N IT AT A GLANCE

Franchise units in Canada: 12

Franchise fee: \$35K

Investment required: Min \$375K+

Training: Yes

Available territories: All of Canada, International

In business since: 2011

Franchising since: 2011

CFA member since: 2016

LOOKING FOR MORE INFORMATION?

Email info@wingnit.ca, call 709-237-9465, or visit www.wingnit.ca



WHICH AGE GROUP
VISITS RESTAURANTS
THE MOST?
THAT WOULD BE
THOSE AGED

18 TO 24

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

\$50.7 BILLION



Food Service in Canada

Canadians love their restaurants – Restaurants Canada, the national association for foodservice, reports that 18 million visits to restaurants are made every day in Canada. In 2014, 45 per cent of Canadians over the age of 16 visited a restaurant daily (Restaurantinvest.ca), the majority of whom were aged 18-24, with an average of 235 visits per year per person, up from 229 times a year in 2013.

Many of these visits are to branded chain restaurants. In 2014, this sector accounted for 63 per cent of all restaurant expenditures. According to Statistics Canada, total operating revenue for the food service and drinking places industry was \$50.7 billion in 2012. In that same year, operating revenue in the full service restaurant sector was reported as being up 5 per cent over 2011. Industry-wide, operating revenue increased across Canada in 2012.

In Canada, chain restaurants account for 37 per cent of all restaurants, and many of these are locally owned and operated franchises.

Types of Restaurants

Food-on-the-go franchises are intended to make eating inside and outside of home as easy and convenient as possible for Canadian consumers. Food-on-the-go options can include quick service, drive-thru, food truck, home delivery and takeout, and home meal preparation franchises.

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 (with special menus and considerations for children and seniors).

Join Us Today!

WILD WING



Franchise Opportunities Available Across Canada

franchising@wildwingrestaurants.com

NOW AVAILABLE IN ONTARIO

Ajax
Burlington
Kingston
London
Owen Sound
Gravenhurst
Sudbury
Toronto – North York
Toronto – Midtown
Cornwall
Petawawa
Timmins

- ★ Canada's Largest Chicken Wing Chain Operating Since 1999
- ★ 83 Locations and Growing
- ★ Mouth-Watering Wings with 101 Wonderfully Delicious Flavours
- ★ New 7,000 Square Foot Training/Corporate Centre available to support our Franchisees
- ★ Newly Launched Food and Bar Menu
- ★ Very Competitive Fees
 - 5% Royalty
 - 2% Advertising



Over 24 Million Wings Sold in 2016!

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[WildWingRestaurants](https://www.instagram.com/WildWingRestaurants)

[@GoAheadGetWild](https://twitter.com/GoAheadGetWild)

WildWingRestaurants.com

Restaurants by the Numbers

38%

of franchises are restaurants (CFA)



THE FOODSERVICE INDUSTRY IN CANADA – AN OVERVIEW

(restaurantscanada.org)

Annual Sales:
\$80 billion

Number of indirect jobs:
283,000

Share of GDP:
4.0%

Share of Canadian workforce:
6.9%

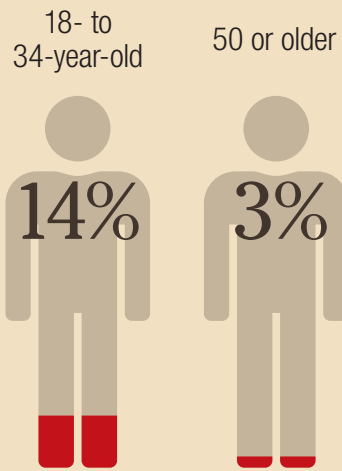
Number of direct jobs:
1.2 million

Number of establishments:
(full service restaurants, limited service restaurants, caterers, drinking places)
95,000+



18 million

restaurant visits per day in Canada
(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)

In 2014, Canadian households spent an average of

\$2,229

at restaurants. (Statistics Canada)



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)