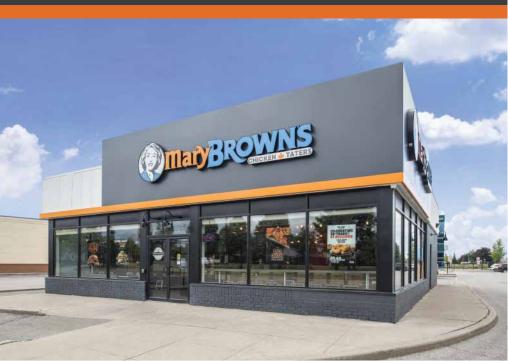
## **OUR STORES**





## WHY CHOOSE MARY BROWN'S?

Established in Canada in 1969



Largest Canadian Chicken QSR



Big Mary®, Canada's Favourite Chicken Sandwich



Unique, Proprietary Cooking System



Member of the Canadian Franchise Association for almost 40 years



### FINANCIAL REQUIREMENTS

RESTAURANT MODELS

Full Store: 1,800-3,000 sq. ft. Express Model: 600-900 sq. ft.

LIQUID CAPITAL

\$300,000

**START UP COST** 

\$800,000+

FRANCHISE FEE

\$30,000

**ROYALTIES** 

**Franchise Association** 

**Continuous Same** 

Year-over-Year

Growth to 250

**Locations by 2022** 

**Store Sales Growth &** 

**Average Unit Volume** 

**Over 200+ Locations** 

in Canada. Projected

**Leveraging Technology** 

to Optimize Results

Winner of Canadian

'Franchisees' Choice

Award' 12 years

consecutively

Member of the

International

**Franchise Association** 

5%

**MARKETING** 

FRANCHISEES'

CHOICE

(\$) IFA

**FRANCHISING** 

4%

## **OUR SUPPORT**

A strong and passionate dedicated team provides leadership and support across all functional areas, ensuring you receive everything you need for success.

#### **REAL ESTATE, CONSTRUCTION AND DEVELOPMENT**

We provide a turn-key operation. From demographic research to location selection, through design and management of construction, our in-house team is with you every step of the way.

#### **PURCHASING**

Our Purchasing team ensures that the highest quality products are available chain-wide for all Mary Brown's menu items, keeping abreast of market conditions and industry trends.

#### TRAINING

Our Training team provides a complete and comprehensive 3-week training program and access to a 24/7 online training portal for Franchisees and staff. Our team will also provide pre and post store opening support.

#### **OPERATIONS**

Our Operations team provides continuous support and guides Franchisees in the implementation and execution of standards and procedures.

#### **MARKETING**

Our Marketing team delivers high impact multi-media national marketing campaigns as well as location-specific programs for targeted promotions.

#### FINANCINO

Our Franchising team can connect you with an expert group of Banking and Business Advisors to assist with financing, loan inquiries and the preparation of a business plan.

## **OUR MENU**



**Signature Chicken** Spicy Option



**Crispy Taters** 



**Big Mary® Sandwich** Spicy Option



**Chicken Wraps** 



**Nashville Mary Sandwich** 



**Nashville Taters** 



100% White Meat **Chicken Pop-Ins™** 



**Tater Poutine™** 



**Chicken Tenders** 



**Fresh Coleslaw** 

## **WANT TO LEARN MORE?** CONTACT franchising@marybrowns.com





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# Presenting the Mary Brown's Opportunity

# Meet MARY **BROWN'S**



## **Mary Brown's is the largest Canadian** quick serve chicken restaurant.

Mary Brown's Chicken started in St. John's, Newfoundland & Labrador in 1969. For over 50 years, our menu has been hand cut and hand breaded in each store. That's simply how we do things, always have, always will. We prepare our food in small batches, made to order for our Guests. No fillers, no fuss, just real food. The result is juicy, mouth-watering Chicken and crispy Taters, plus a whole lot more!

Our reputation for delicious food and exceptional Guest service is the reason we are one of the fastest-growing franchises in Canada.





We are 100% Canadian owned and operated. We source our ingredients from Canadian farmers and we support the Canadian communities our Guests call home.