

OUR STORES



RESTAURANT MODELS

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

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



Continuous Same
Store Sales Growth &
Average Unit Volume
Year-over-Year



Over 170+ Locations
in Canada. Projected
Growth to 300
Locations by 2022



Leveraging Technology
to Optimize Results



Winner of Canadian
Franchise Association
'Franchisee Choice
Award' 10 years
consecutively



Member of the
International
Franchise Association



FINANCIAL REQUIREMENTS

LIQUID CAPITAL

\$250,000

START UP COST

\$650,000+

FRANCHISE FEE

\$25,000

ROYALTIES

5%

MARKETING

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.

FINANCING

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



100% White Meat
Chicken Pop-Ins™



Chicken Tenders



Tater Poutine™



Fresh Coleslaw

WANT TO LEARN MORE?

CONTACT

franchising@marybrowns.com



Crave Delicious™

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www.marybrowns.com



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.