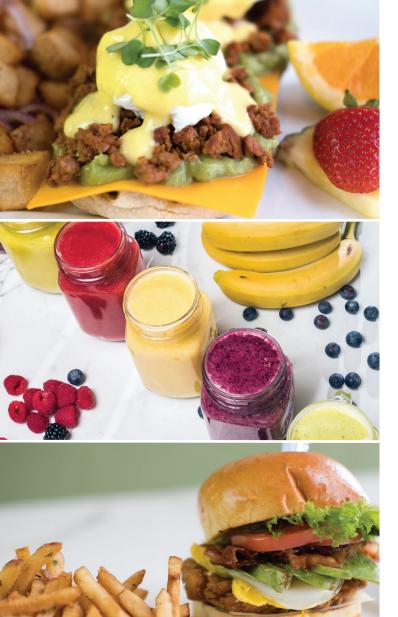


# Breakfast Reinvented®



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# FAST FACTS

Typical Location Size: 2500-4000 sq. ft. Approximate Development Cost: \$500,000 -\$750,000 Initial Franchise Fee: \$35,000 Down Payment Required: \$250,000+ Royalties: 5% Advertising Contribution: 3% Training: 6 weeks

### THE WINNING CONCEPT

PÜR & SIMPLE proudly delivers a breakfast, brunch and lunch experience where PÜR meets SIMPLE. PÜR - authentic, hearty, flavourful and craveable menu classics, side by side with SIMPLE - fresh, nutritious and homey delights, served in a friendly and welcoming atmosphere.

## A TERRIFIC BUSINESS OPPORTUNITY!

Breakfast is the most important meal of the day and Pür & Simple does it right!

For aspiring entrepreneurs, the breakfast and lunch business model offers a balanced lifestyle; a perfect harmony between personal and professional life. Open typically from 7 a.m. to 3 p.m., the hours of operation allow you to own your day.

Guided by a knowledgeable and dedicated team, you will be trained, supported and coached from start to success!

#### It's time to join the Pür & Simple movement!

## WHY CHOOSE PÜR & SIMPLE :

- ✓ Recession Resistant Business Model
- ✓ Proven & Experienced Executive Leadership Team
- ✓ Great Working Hours & Quality of Life
- ✓ Affordable Investment
- ✓ Turn-Key Concept
- ✓ Unparalleled Support
- ✓ Comprehensive & Continuous Training
- ✓ Top-Notch Branding & Marketing
- ✓ Authentic & Creative Menu
- 🗸 Gluten Friendly Menu
- $\checkmark$  Chef-Inspired Recipes that are Easy to Execute
- ✓ 100% Canadian Owned
- ✓ Multi-Unit Opportunities Available
- ✓ Hand-Crafted Alcohol Menu



### = 6 SIMPLE STEPS

- Submit your franchise request online at pursimple.com
- We will send you a formal application form to complete and send back
- Our development team will review your application internally - don't worry we are all really nice people
  - If you like us and we like you, we sign on the dotted line and you become a Pür & Simple Franchise Partner

5

Once we agree on a great location, we help you secure your financing and start construction



Now the fun part starts... training and Grand Opening festivities of your own Pür & Simple restaurant!





### =FRANCHISING FAQS

#### Q. What do we look for in a Franchise Partner?

**A.** Passion! We seek motivated individuals who are entrepreneurially minded, with sufficient capital to invest and who possess a genuine interest in being involved in their business in order to provide the "hands on" control required to satisfy guests and staff.

#### Q. How much equity (cash) is required?

A. You will need approximately \$250,000 of unencumbered cash.

#### Q. What is the cost of a Pür & Simple?

**A.** The cost of a restaurant ranges from \$500,000 to \$750,000. Certain factors such as, local labour, material cost, legal requirements, condition of the space to be leased, landlord's contribution towards leasehold improvements will determine the final cost.

#### Q. What is the Franchise fee?

A. The initial Franchise fee is \$35,000.

#### Q. How much is the Royalty fee?

A. The Royalty fee is 5% of gross sales paid weekly.

#### Q. What do I get for this fee?

**A.** The Royalty fee allows you to benefit from ongoing services such as:

- Use of the Pür & Simple logos and trademarks
- Use of all confidential operational manuals
- Assistance in monitoring hygiene and food safety
- Centralized suppliers and distribution
- Continuous support and operational guidance
- Research, development and quality control

#### Q. What is the Advertising contribution?

**A.** The Advertising contribution is 3% of gross sales paid weekly.

### Q. As an investor, do I also have to operate the restaurant?

**A.** Pür & Simple's policy is that one of the partners with at least 10% equity participation complete our training program and be responsible for the day-to-day operation of the restaurant.

#### Q. Do I receive any training?

**A.** Absolutely! To ensure that our franchise partners learn the skills necessary to successfully operate their business, we provide:

- Three (3) weeks of training (Theoretical and Practical)
- Three (3) weeks of on-site opening training and assistance

#### Q. How long does it take to open my restaurant?

**A.** It can take approximately 12-20 weeks to be ready to serve guests once we have secured a qualified location.

### Q. I am interested in pursuing a Pür & Simple franchise. What is my next step?

**A.** Please fill out the online application form. We will assess the information provided and a member of our development team will contact you shortly. Or if you simply want to chat, please call us:

### 1 (855) 344-0360

For a complete list of **Franchise Opportunities** or for more information about Pür & Simple, please visit our website: **pursimple.com** or call **1 (855) 344-0360** 

