



# PÜR&SIMPLE<sup>®</sup>

BREAKFAST • LUNCH



FRANCHISE  
OPPORTUNITIES

*Breakfast Reinvented<sup>®</sup>*



*[pursimple.com](http://pursimple.com)*

©2020 Pür & Simple IP Inc. All rights reserved.



## 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*
- ✓ *Chef-Inspired Recipes that are Easy to Execute*
- ✓ *100% Canadian Owned*
- ✓ *Multi-Unit Opportunities Available*
- ✓ *Hand-Crafted Alcohol Menu*



## 6 SIMPLE STEPS

- 1** *Submit your franchise request online at [pursimple.com](http://pursimple.com)*
- 2** *We will send you a formal application form to complete and send back*
- 3** *Our development team will review your application internally - don't worry we are all really nice people*
- 4** *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*
- 6** *Now the fun part starts... training and Grand Opening festivities of your own Pür & Simple restaurant!*



Follow Us! @pursimpleca



# 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](http://pursimple.com) or call 1 (855) 344-0360*

