

# 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



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



Largest Canadian Chicken QSR



Over 185+ Locations in Canada. Projected Growth to 250 Locations by 2022



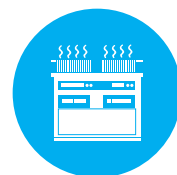
Big Mary®, Canada's Favourite Chicken Sandwich



Leveraging Technology to Optimize Results



Unique, Proprietary Cooking System



Winner of Canadian Franchise Association 'Franchisees' Choice Award' 11 years consecutively



Member of the Canadian Franchise Association for almost 40 years



Member of the International Franchise Association



## FINANCIAL REQUIREMENTS

### LIQUID CAPITAL

**\$250,000**

### START UP COST

**\$650,000+**

### FRANCHISE FEE

**\$30,000**

### 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 Financing 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<sup>®</sup> Sandwich  
 Spicy Option



Chicken Wraps



100% White Meat  
 Chicken Pop-Ins<sup>™</sup>



Chicken Tenders



Tater Poutine<sup>™</sup>



Fresh Coleslaw

WANT TO LEARN MORE?  
**CONTACT**  
[franchising@marybrowns.com](mailto:franchising@marybrowns.com)



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 [www.marybrowns.com](http://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.

