

Ben & Florentine

It's all about the food.™



BECOME OUR NEXT PARTNER



AT BEN & FLORENTINE, IT'S ALL ABOUT THE FOOD!

From hearty breakfasts to healthy lunches, all our food is lovingly prepared with the freshest and finest ingredients in our 51 locations. We're committed to creating and delivering the finest dining experience in the breakfast and lunch industry.

Our franchisees benefit from a turnkey concept supported by a well-established team. Owning a Ben & Florentine is a tremendous opportunity! Our stores are open from 6:00 AM to 3:00 PM, allowing our franchisees to make the most of their day.

Our goal is to be the premier franchise in the breakfast and lunch industry.

WHY CHOOSE BEN & FLORENTINE?

- Exciting Concept
- Affordable Investment
- Turnkey Operation
- Continuous Support System
- Comprehensive Training
- Collective Buying Power
- Great Working Hours
- Quality of Life
- Superior Marketing
- Large Variety of Breakfast and Lunch Items

Our success is no surprise! We plan it that way!

We listen, we learn, we deliver!

We listen to our clients, learn what they want and then consistently deliver a dining experience that truly meets the changing and evolving needs of today's guests.

Our approach attracts a diverse clientele. Whether it's a group of friends getting together, a couple looking to spend some quality time, colleagues meeting for business or families celebrating an occasion, Ben & Florentine offers the right atmosphere. Our contemporary decor, unique design elements and increased booth seating, strike the perfect balance for a great breakfast or lunch dining experience.



8 EASY STEPS

By joining the Ben & Florentine family, you join an elite group; a group of independent business owners who enjoy success within an established and secure franchise system.

The franchise process is composed of 8 easy steps developed to educate, equip and train our franchisees to run a successful and profitable business.



We work with you, lending our experience and expertise to every facet of your business, from preliminary layout to opening day and beyond. We will support you from start until success!

1. Learn about Ben & Florentine
2. Submit an application
3. Pre-screening process
4. Due diligence
5. Interviews and evaluations
6. Site discussions and secure financing
7. Finalize agreements and begin training
8. B&F restaurant opening

GIVING YOU THE RIGHT TOOLS FOR SUCCESS

PRE-OPENING SUPPORT

- Market Studies
- Site Selection
- Lease Negotiations
- Business Plan Preparation
- Architectural and Interior Design
- Construction and Equipment

OPERATIONS

- Complete Training Program
- Continuous Support System
- Experienced and Motivated Operations Team
- Guidance with Day-to-Day Operations

MARKETING

- Exciting Brand, Continuously Evolving Concept
- National Advertising Campaign
- Marketing and Advertising Support on a National and Local Level

PURCHASING

- Centralized Suppliers and Distribution
- Collective Buying Power
- Continuous Research and Development

FINANCE AND ACCOUNTING

- Comprehensive Training on Accounting Procedures
- Detailed Reporting to Manage Performance – Store Ranking and Bench Marking

FUTURE OPPORTUNITIES

- Chateauguay, Quebec
- Downtown Montreal, Quebec
- Gatineau, Quebec
- Kanata, Ontario
- Magog, Quebec
- Montreal-East (Pointe-aux-Trembles), Quebec
- Ottawa, Ontario
- Repentigny, Quebec
- Rimouski, Quebec
- Riviere-du-Loup, Quebec
- Rouyn-Noranda, Quebec
- Sainte-Agathe-des-Monts, Quebec
- Saint-Jerome, Quebec
- Saint-Sauveur, Quebec
- Val-d'Or, Quebec

OUR 51 LOCATIONS ACROSS CANADA

· ANGE-GARDIEN · AYLMEY · ANJOU · BEAUHARNOIS · BEAUPORT · BELCIEL · BLAINVILLE · BOUCHERVILLE · BROSSARD (GRANDE-ALLEE) · BROSSARD (TASCHEREAU) · CANDIAC · CAP-DE-LA-MADELEINE · CHICOUTIMI · COWANSVILLE · DOLLARD-DES-ORMEAUX · DOWNTOWN MONTREAL · DRUMMONDVILLE · FLEURIMONT · GATINEAU · KIRKLAND · LACHENAIE · LA PRAIRIE · LAVAL (CHOMEDEY) · LONGUEUIL · LONGUEUIL (CHEMIN CHAMBLY) · MASCOUCHE · NUNS' ISLAND · OAKVILLE (ONTARIO) · PINCOURT · PREVOST · SAINT-CANUT · SAINT-HYACINTHE · SAINT-JEAN-SUR-RICHELIEU · SAINT-ROMUALD · SAINTE-FOY · SAINTE-JULIE · SAINTE-THERESE · SHERBROOKE · SOREL · TERREBONNE (GRANDE ALLEE) · TERREBONNE (LA PINIERE) · TERREBONNE (RANG ST-FRANÇOIS) · TROIS-RIVIERES · VAL-BELAIR · VAL-DES-BRISSES · VALLEYFIELD · VAUDREUIL · VICTORIAVILLE · VILLE MONT-ROYAL · VILLE SAINT-LAURENT · WINNIPEG (MANITOBA) ·

FAQ

HOW MUCH EQUITY (CASH) IS REQUIRED?

You will need between \$175,000 to \$275,000* of unencumbered cash.

WHAT IS THE COST OF A BEN & FLORENTINE RESTAURANT?

The purchase of a turnkey Ben & Florentine restaurant ranges from \$500,000 to \$600,000* depending on certain factors such as, local labour and material cost, condition of the space to be leased, landlord's contribution towards leasehold improvements and the like.

DOES BEN & FLORENTINE PROVIDE FINANCIAL ASSISTANCE?

Ben & Florentine does not provide financing for franchisees, however we will help you prepare a detailed application for financing which will assist you in obtaining the required level of financing.

WHAT IS THE INITIAL FRANCHISE FEE?

The initial franchise fee is \$35,000 and the services provided prior to opening include:

- Site selection based on proven selection criteria
- Professional supervision of all interior and exterior construction
- Design and specifications according to the Ben & Florentine model
- Professional assistance with all pre-opening activities, including national purchasing, coordination with suppliers, municipalities and trades
- Use of concept trademarks, logos and proprietary products and services

HOW MUCH IS THE ROYALTY FEE?

The royalty fee is 5% of gross sales paid weekly.

WHAT DO I GET FOR THIS FEE?

The royalty fee allows you to benefit from such ongoing services as:

- Continued support and operational guidance
- Assistance in monitoring hygiene and food safety
- Monthly B&F newsletter
- Quality control
- Use of the Ben & Florentine logos and trademarks
- Centralized suppliers and distribution
- Use of confidential operational manual
- Continuous research and development

WHAT IS THE ADVERTISING FEE?

The advertising fee is 3% of gross sales paid weekly.

AS AN INVESTOR, DO I ALSO HAVE TO OPERATE THE RESTAURANT?

For all independent owner/operator locations, Ben & Florentine's policy is that one of the partners with at least 25% equity participation complete our training program and be responsible for the day-to-day operation of the restaurant.

DO I RECEIVE ANY TRAINING?

Ben & Florentine ensures our franchisees have the opportunity to learn the basic skills necessary to successfully operate their restaurant.

- The owner/operator follows six (6) weeks of training (Theoretical and Practical)
- Grand opening training and assistance for two (2) weeks

* These numbers can vary for the other provinces of Canada. Please contact the head office for more information.