



**Brioche
Dorée**

Parisian Bakery Café

**MULTI-UNIT
DEVELOPER CRITERIA**

A LEADER IN THE FRENCH-INSPIRED BAKERY CAFÉ SEGMENT

"I showed my interest to open a new store two years ago in the North American Centre and it was the best decision I ever made."

- Reza Ardestani, Existing Franchisee

Brioche Dorée is an urban café bakery built on the simple idea that it is possible to offer, in a fast service style, French-inspired products of exceptional quality and freshness.

With over **40** years of experience and **600** locations worldwide, Brioche Dorée is today an internationally recognized brand, present in the largest cities and serving nearly **300,000** guests every day.



JOIN BRIOCHE DORÉE AS A FRANCHISE OWNER TODAY!

At Brioche Dorée, we know that eating well means choosing fresh and wholesome foods, as well as reveling in the occasional indulgence. Our franchise partners are proud to offer fresh and nutritious in-season salads, sandwiches, soups along with various desserts, pastries and breads made fresh daily.

There are many reasons to join Brioche Dorée, including:

Business Know-How

- Over 40 years of experience to draw from
- With over 50% of our Canadian portfolio being corporate, we are focused on bottom line profit

Profitable Franchises

- We offer a Proven Business Model with continuous enhancement of margins and business health

Outpace the Competition

- Competitive ongoing royalties & ad fund fees

Minimal Direct Competitors

- One of the largest Parisian Bakery Cafés in the Toronto market

Supply Chain

- Preferred supplier pricing

Development Areas Available

- In high profile markets with growth incentives

Support

- Pre-opening support & on-going support
- Customized marketing plans

Flexible Concept

- Various footprints at attractive build costs

Broad Customer Base

- Appealing to various demographic groups with an innovative & delicious product offerings

DEVELOPMENT OPPORTUNITIES

We are searching for enthusiastic people who are looking to open multiple locations within the first 3 years of operation, who have an available investment level of \$1.3M-\$1.8M+ and who are passionate about our authentic Parisian menu offering and concept.

The ideal franchise candidate will:

- Be passionate about Brioche Dorée
- Possess leadership & people-management skills
- Be business savvy with a track record of success
- Commit to developing 3+ units over a specified period of time



FINANCIAL REQUIREMENTS

Minimum Net Worth \$900,000

Unencumbered Cash of 35%

Working Capital
\$50,000/unit

Mall Inline/FC

\$300K+ Turnkey plus

Working Capital

FEES & INVESTMENT FACTS

Initial Franchise Fee \$40,000 per location

Royalty Fee 5% of gross sales

Ad Fund 2% of gross sales

Local Advertising 1% or as per lease

Estimated Investment: \$1.3M - \$1.8M+



Included in Investment Cost:

- ✓ Construction of store including leasehold improvements
- ✓ FF&E Package - Furniture, Fixtures, Equipment
- ✓ POS ✓ Permits & Drawings
- ✓ Internal Project Management Fee ✓ Franchise Fee
- ✓ Preparation of Franchise Documents ✓ Training Fee

Excluded from Investment Cost: ✗ Start-up costs, grand opening, inventory

Urban Café Inline

\$600K+ Turnkey plus
Working Capital

Interested in franchising with us?

Brioche Dorée is a subsidiary of a France-based Groupe Le Duff, which has nearly 1,700 restaurants across five continents and 80 countries in its portfolio.

Known for great tasting, freshly prepared food at an unbeatable value, Brioche Dorée is now on an aggressive growth path in Canada.

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