



Excellence. Dedication. Innovation.

These three principles have made MTY Food Group Inc., one of the largest franchisors in Canada's restaurant industry. MTY group is a family whose heart beats to the rhythm of its brands, the very soul of its multi-branded strategy. For over 35 years, it has been increasing its presence by delivering new concepts in quick-service restaurants and making acquisitions and strategic alliances that have allowed MTY Group to reach new heights year after year. By combining new trends with operational know-how, the brands forming the MTY Group now touch the lives of millions of people every year. With over 7000 locations worldwide and the multitude of flavours of its many Brands, MTY is able to satisfy the different tastes and needs of customers every day. MTY group (www.mtygroup.com) is a publicly traded company which trades on the Toronto Stock Exchange under the symbol MTY. (TSX:MTY).

Concept Overview

Big Smoke Burger began from a single 16 seat restaurant in Toronto to a multi-unit brand with locations across Canada and the Middle East. The Big Smoke Burger brand is differentiated from the rest of the burger pack by delivering:

- Variety of gourmet patty options; including beef, Beyond Meat™, plant-based patty, chicken & lamb, all flame-grilled
- Signature proprietary sauces made in-house, with fresh herbs and ingredients
- Fresh-cut fries + a variety of other side options including poutine & onion rings
- Hand-spun milkshakes



Locations & Search Criteria

Footprint: 1200 - 1500 square feet (non-traditional formats available)

Building: Must offer unique or progressive architectural character

Our Competitive Edge

- Gourmet, quality-driven approach
- Proprietary menu offerings and unique beverages
- Affordable and accessible menu offerings including vegetarian and gluten-free options
- Classic, charbroiled burgers made on a custom grill
- Commitment to freshness and top quality
- Small footprints, conducive to better labour and occupancy costs
- Modern and attractive store design with flexible prototypes
- Strong corporate covenant and wide real estate network



BIGSMOKEBURGER®

Training

Franchisees will be given 1 week of training at the acclaimed MTY University, 4 weeks of training at one of our existing stores, as well as 2-3 weeks of training at your location. Our trainers are always available to help you gain better efficiency and to review procedures with your staff.

Support

Our franchisees benefit from direct access to our head office team, as well as the resources of the many agency and supplier relationships we've built, including:

- Real Estate Consulting, Due Diligence & Site Selection
- Operations Field Consultants
- Award Winning Advertising & Design Agencies
- Architects, Engineers & Construction Crews

Financing	Street Locations
Area	1200 to 1500 sq. ft.
Franchise Fee*	\$35,000
Term of Franchise	10 Years
Initial Investment** (depending on real estate)	475k-550k
Personal Investment (estimated)	35%
Royalties	6%
Corporate Advertising fee	3%

*Fee may differ depending on region.

**Other fees and deposits such as leasing fees, plan preparation fees, security deposits and grand opening fees may apply. † Subject to good net worth and credit. Depends on store size, site conditions and other factors. These figures are not final. These figures will vary based on location, size of site, site conditions and market economics. Final figures will be fully detailed in a disclosure document to prospect franchisee if they choose to move to the next stage of development.

For More Information Contact:

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