

Petinos

DÉJEUNER - DÎNER

2022



Information
document

Become franchisee



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Who are we ?

Established in the province of Quebec since 1998, Petinos has built a solid reputation in the breakfast restaurants market. Our expertise and know-how have led to the success of our constantly evolving concept. Our franchise currently has 16 restaurants spread across the Island of Montreal and its metropolitan area.



Founded in 1998



16 restaurants



12 000 followers on Facebook



5 000 followers on Instagram

Our main goal is to expand our operations and bring the Petinos experience across the province of Quebec. This objective is clear: to become the leader and the benchmark in the field of breakfast restaurants in Quebec's province. In order to accomplish this goal, we need entrepreneurs like you to make the Petinos family grow and thrive.

Even after all these years, the passion and ambition that drives us well remains. Our dishes are made from top quality ingredients and served in a warm environment and relaxed atmosphere. The Petinos franchise currently has 16 restaurants and the expansion is just in its early stage.



Our vast knowledge and all of our years of experience in franchise management allow us to offer unparalleled support at all stages of the franchise opening process.

From the site selection, to the building construction, the hiring and training of staff and routine operations, our team will be by your side to optimize the performance of your franchise and ensure the profitability of your investment.



Our products



Our restaurants offer a wide choice of breakfast and lunch dishes prepared and served by our dedicated and attentive staff. We take quality control of our products very seriously in order to serve what's best for our customers. Waffles, pancakes, Benedictine eggs, omelets, breakfast potatoes and fresh fruit are among the dishes that our customers love and enjoy.



Our menu is a refreshing experience that keeps our customers coming back time after time. By always listening to them, adding recipes allows us to meet their constantly changing needs.



Our concept

With a modern look and original decor, our restaurants immerse you in a warm and relaxed atmosphere. Whether you come for a breakfast with family and friends, as a couple or between work colleagues, our concept has appealed to all types of customers.



Always well lit, each space has been designed and thought to provide the best breakfast-lunch experience. Our unique concept has charmed our customers who leave each time with a smile on their face and with the satisfaction of having eaten an excellent meal.



Our mission

Provide our customers the best ever breakfast-lunch experience.

Our engagements

- To offer superior quality products at competitive prices.
- To offer unparalleled service to our customers.
- To act with respect and courtesy toward our customers and employees.
- To act with integrity with our business partners.
- To listen to each of the company's stakeholders.
- To ensure continuous support and the transmission of our expertise to franchisees.
- To ensure constant innovation in our business processes.
- To develop the talents and skills of each of our members.
- To evolve sustainably over time.
- To become the leader in the breakfast-lunch restaurant sector.

Steps to follow for opening a Petinos franchise

1. Submitting a request on Petinos' website (www.petinos.ca/en/franchises).
2. Meeting with franchisors.
3. Deposit of \$ 5,000 which will be deducted from the initial cost of \$ 40,000.
4. Choice of location / lease negotiation.
5. Signature of the lease, conditional to the financing and to the franchise contract.
6. Financing and franchise agreement.
7. Payment of the initial cost's balance.
8. Construction and layout of the building.
9. Restaurant opening.



Technical sheet

- Franchise founded in 1998.
- Number of franchises in Quebec: 16 and 6 to 8 new locations for 2022.
- Average investment: To be determined
- Typical area of a restaurant: 3500-4000 square feet.
- Down payment: +/- 30% depending on the project and the financial situation of the future franchisee.
- Initial cost: \$ 40,000.
- Training included: yes (2 weeks full time).
- Royalty: 4%, on monthly gross margin.
- Advertising of the Petinos group: 1%, on an annual pro-rata basis.



F.A.Q

Do I need to have restaurant experience to open a Petinos franchise ?

Although it is not required to have extensive restaurant experience, it is highly recommended. Indeed, the management of a restaurant requires a good deal of knowledge and know-how. However, if you have relevant business management experience, this will be a big plus. Our training program and constant support will help start a profitable franchise.

Is my operating territory protected?

Absolutely. During the contract signature, a defined territory will be assigned and guaranteed to you. Several factors such as population density, competition, the choice of region can influence the area of the protected territory.

What are the recurring costs ?

Royalties of 4% of gross margin, payable monthly.
Advertising of the Petinos group: 1% on a pro rata annual basis.

Are there any marketing fees ?

Marketing costs are calculated on a pro rata basis of 1% of annual sales. They ensure that your franchise benefits from marketing support in order to increase your visibility and your customers' loyalty.

What do royalties provide ?

Royalties provide several lasting benefits over time :

- Continuous support in your operation.
- Assistance in monitoring hygiene and sanitation conditions.
- Quality control.
- Access to the various operating manuals for Petinos franchisee.
- Clear visibility on our website, on social media and on other media platforms.
- Access to a CRM and a marketing structure that facilitates the employees hiring process.
- Permanent support from franchisors and a marketing agency.

Does Petinos offer financial support ?

Indeed, financial assistance for the opening of a franchise is available thanks to the support of our financial broker. Please let us be part of your needs during the first interviews.

What training is available ?

- 4 weeks of theoretical and practical training at our existing locations before your opening.
- 2 weeks of training at the opening.