

MTY FOOD GROUP INC.  
8150 Transcanada Highway, suite 200  
1-866-891-6633  
MTYGROUP.COM

BATONROUGE.CA

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**BÂTON  
ROUGE**  
GRILLHOUSE & BAR

# 30 YEARS OF PROVEN SUCCESS

For just over 30 years, Bâton Rouge has been serving quality, fire-grilled food and delivering an unmatched experience with attentive service in a chic yet relaxed ambience.

Our 28 locations across Quebec, Ontario, and Nova Scotia offer guests an authentic culinary experience during every visit.

With over 3 million BBQ pork back ribs sold annually, experience has taught us to take our time and that no detail is too small to perfect. Our famous BBQ pork back ribs are slow-cooked at low heat for hours until they are mouth-wateringly tender and ready for basting with our signature BBQ sauce. These steps of preparation are designed to ensure that our guests truly savour the experience!



**BRAND NEW DESIGN**



OUR  
PASSION  
FOR

THE GRILL  
IS *contagious*

Our mission is simple: to share our passion for the grill by providing our guests with an uncompromising experience.



# INNOVATION WITH A HINT OF THE CLASSICS





**BÂTON ROUGE**  
*Signature*

Bâton Rouge is the place to be for all food lovers who are looking for fresh and quality ingredients. Whether it's our slow-cooked ribs that are exceptionally tender or our flame-grilled proteins and vegetables, there's something for everyone. Our menu features bold flavours and we take great pride in also serving the finest steak cuts from **AAA/USDA** which are hand-selected for superior marbling, aged for optimal tenderness and seasoned with our unique spice blend.

Our signature offerings are complemented with craveable appetizers, crisp salads, burgers & sandwiches, premium seafood and decadent desserts.

Our menu is built around long-time favourites as well as recent food trends. Customer feedback plays a big role in shaping our menu while innovating to incorporate the latest trends in an effort to amaze our guests.

Our cocktails are crafted by an expert mixologist who incorporates the latest trends while staying true to the brand identity.



# THROUGHOUT THE YEAR,

we offer our guests limited-time menus to generate traffic and excitement. Our offers are tailored to our operations and kitchen efficiency, while creating a notable buzz on both social platforms and traditional media outlets





# BAR

At Bâton Rouge, the sacred fire is part of everything we do – including our signature cocktails. We've revisited some of the greatest classics, adding our special, modern touch. The Bâton Rouge touch.

Additionally our wine menu is refreshed twice a year to ensure we're offering the latest trends while protecting franchisee profitability.



# THE FINEST INGREDIENTS

Undoubtedly, the key ingredient to the success of Bâton Rouge is the amazing food we serve. To ensure high standards of freshness, the food is prepared daily from the finest ingredients, as per signature brand recipes, developed by our Executive Chef.





AND THE FIRE STILL BURNS

30  
YEARS



# THE NEW BÂTON ROUGE





# ABOUT MTY GROUP

EXCELLENCE. DEDICATION. INNOVATION.

As the parent company, MTY's three principles have made **MTY Food Group inc.** one of the largest franchisors in North America's restaurant industry.

**MTY Group** is a family whose heart beats to the rhythm of its banners, 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.

GRUPE  
**MTY**  
GROUP

# THE PERFECT MATCH

- Canada wide
- Trade Area : 100,000 population
- Urban & suburban locations
- Freestanding or end cap units (patio is required)
- 5,000 – 6,000 SQF plus 1,000 + SQF patio
- Existing and new building opportunities
- Ideally located within a restaurant node, enclosed mall (outparcel preferred), power centre or in close proximity to hotels and entertainment venues including theatres
- Highly visible with adequate signage
- High traffic counts/accessible parking
- Daytime and evening customer base
- Conversion opportunities available

## KEY FACTS

Required Investment	\$3.0 - 3.5 M
Starting Capital	\$900K - 1.0M
Onset Franchisee Fee	\$60 K
Royalty Fee	5% of gross sales
National Marketing Fund	2% of gross sales
Local Store Marketing Fund	1.5% of gross sales

## CONTACT

### QUEBEC & ATLANTIC CANADA

Myriam Douangpanya | 514-242-3957 | myriam@mtgroup.com

### ONTARIO

Bill Hamam | 647-233-8830 | bill@mtgroup.com

### WESTERN CANADA

Ammar Georges | 403-471-3624 | ageorges@mtgroup.com

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