

our **FAQ**

HOW MUCH EQUITY (CASH) IS REQUIRED?

You will need between \$225,000 to \$350,000* of unencumbered cash.

WHAT IS THE COST OF A BEN & FLORENTINE RESTAURANT?

The purchase of a Ben & Florentine restaurant ranges from \$800,000 to \$950,000* depending on certain factors such as, local labour and material cost, condition of the space to be leased, landlord's contribution towards leasehold improvements.

DOES BEN & FLORENTINE PROVIDE FINANCIAL ASSISTANCE?

Ben & Florentine does not provide financing for franchisees, however we can provide you 3rd party contacts and experts that can 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 four (4) weeks of training (Theoretical and Practical)
- Grand opening training and assistance for two (2) weeks

FOR A COMPLETE LIST OF FRANCHISE OPPORTUNITIES, PLEASE VISIT OUR WEBSITE

benandflorentine.com

TELEPHONE

514.336.8885 | Toll Free 1.855.336.8885

EMAIL

info@benandflorentine.com

*↑
contact us!*



*Cost may vary from market to market.

Please contact the head office for more information.

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Ben & Florentine[®]

BECOME OUR PARTNER

**For more than 10 years,
Ben & Florentine has
been offering you
the best breakfast and
lunch experience.**

Our passion for good food
drives us to constantly innovate
the dishes we offer.



SURPRISE YOURSELF!

With good food and
a new experience at every visit!



Your *favourite dish* combined with
our inviting décor, at B&F we always
make your mornings surprising!



@natashas

Friendly



@camille_labonte

COMMITTED



@stephlm_co

ORIGINAL



@camille_labonte



@adrials

fun



@maissalandy04

welcoming





our mission

We are committed to create and deliver the best breakfast and lunch experience in all our restaurants. From hearty breakfast to a healthy lunch, all of our dishes meet our high quality standards, freshness and innovation. All this in a brand-new warm, welcoming and family oriented atmosphere.

Our franchisees benefit from a fully established restaurant concept and an experienced support team. Operating a Ben & Florentine restaurant is a unique opportunity! Our opening hours varies from 6 AM to 3 PM, allowing franchisees and employees to enjoy the rest of their day.

Our goal is clear: to be the destination of choice for breakfast, brunch and lunch.



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why choose US

- Exciting concept
- Affordable investment
- Established operational guidelines & systems
- Continuous support system
- 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 décor and unique design strike the perfect balance for a great breakfast or lunch dining experience.





surprise yourself!

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

- Well-established brand reputation and signature concept
- Annual national marketing activities calendar
- Multi-channel marketing, media and communications plans
- Marketing and advertising support on a 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

Ben & Florentine

8 easy steps



By joining the Ben & Florentine family, you join an elite 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



MORE THAN **60** locations
ACROSS *Canada*



ANCIENNE-LORETTE, ANGE-GARDIEN, AYLMEY, ANJOU, BEAUHARNOIS, BEAUPORT, BELCEIL, BLAINVILLE, BOUCHERVILLE, BROSSARD (GRANDE-ALLEE), BROSSARD (TASCHEREAU), CANDIAC, CAP-DE-LA-MADELEINE, CHAUVEAU, CHICOUTIMI, COWANSVILLE, DOLLARD-DES-ORMEAUX, DONNACONA, DOWNTOWN MONTREAL, DRUMMONDVILLE, FLEURIMONT, GATINEAU, GRANBY, KIRKLAND, LACHENAIE, LA PRAIRIE, LAVAL (CHOMEDEY), LEVIS, LONGUEUIL, LONGUEUIL (CHEMIN CHAMBLY), MASCOUCHE, NUNS' ISLAND, OAKVILLE (ONTARIO), PINCOURT, PREVOST, SAINT-BASILE-LE-GRAND, SAINT-CANUT, SAINT-HYACINTHE, SAINT-JEAN-SUR-RICHELIEU, SAINT-NICOLAS, SAINT-ROMUALD, SAINTE-DOROTHEE, SAINTE-FOY, SAINTE-JULIE, SAINTE-THERESE, SHERBROOKE, SOREL-TRACY, TERREBONNE (GRANDE ALLEE), TERREBONNE (LA PINIERE), TERREBONNE (RANG ST-FRANCOIS), THETFORD MINES, TROIS-RIVIERES, VAL-BELAIR, VAL-DES-BRISSES, VALLEYFIELD, VAUDREUIL-DORION, VICTORIAVILLE, VILLE SAINT-LAURENT, WINNIPEG KENASTON & REGENT (MANITOBA)

Coming soon

ALMA, CARIGAN, ST-JOVITE, ST-ANTOINE, OTTAWA, GREATER TORONTO AREA, HALIFAX, WINNIPEG