



SMOOTHIES regular 6.49 large 7.99

PICK YOUR FLAVOUR

- strawana**
strawberry, banana
- very berry**
raspberry, blueberry, strawberry
- mango tango**
mango, pineapple
- cocavonana**
coconut, avocado, banana
- green warrior**
spinach, cucumber, pineapple
- blue boost**
blue, blueberry, banana

MADE WITH REAL Fruit

cultures

BOWLS 12.99

- southwest
- bangkok curry
- mesquite
- belmont
- lebanese

SALADS 12.99

- california
- cobb
- oriental mango
- bacon
- super green

YOUR WAY MAKE IT A

cultures®

FRANCHISE OPPORTUNITY

real food inspired

Cultures Restaurants is an established leader in the quick service industry, providing healthy, fresh meals that taste great to our guests every day. With over 25 locations across Canada, we believe in serving food you can actually feel good about eating—which is why our menu is inspired by real food and real ingredients. We pride ourselves on a nutrition-led menu including several vegan and vegetarian options.

From gourmet sandwiches & wraps, to warm grain bowls, hearty salads, and more—our food is made fresh on-site everyday, so you can feel good about the food you eat. We aim to provide fresh and enticing food made with wholesome and familiar ingredients to provide you with the fuel you need to get through your busy day. Perfect for breakfast, lunch, dinner and everything in between, our diverse menu incorporates global flavours that leave you feeling satisfied.

our menu offering

All our recipes have undergone rigorous nutritional testing and are prepared with our customers in mind - wholesome and delicious food that you can feel good about eating. Menu items include:

- warm grain bowls
- sandwiches
- fresh daily marketplace salads
- coffee
- snacks
- mighty salads
- soups
- classic and vegan smoothies
- baked goods



fresh sophistication

We design our store with our clientele in mind - fresh, smart & sophisticated. The use of natural wood tones and clean white surfaces are key elements in each of our Cultures locations. Our rustic farmhouse-chic vibe features lots of greenery and is brightly-lit, providing our customers an invigorating environment to enjoy their meal. Our impressive salad and sandwich displays give our customers a clear view of our natural and unprocessed foods.

the concept

The health food market has many players, yet the Cultures brand has remained strong and outlasted many competitors. We get our competitive edge from the following key aspects:

award winning success

Having won Consumers' Choice Award for best Sandwich Shop for 4 years in a row, Cultures truly is a fan favourite. Becoming a Cultures Franchisee is more than just business - it's being part of a lifestyle, a health revolution. You will be joining a network containing other passionate entrepreneurs who have also committed themselves to serving fast, fresh food that guests feel good about choosing.

No matter the level of experience in running your own business, the Cultures team will be with you every step of the way. All you need is a positive attitude, a determination for success and an entrepreneurial spirit.



financial investment

STANDARD COSTS AND FEES

TOTAL INVESTMENT RANGE*	\$280K - \$350K
CAPITAL REQUIRED	35%
FRANCHISE FEE	\$35K
ONGOING ROYALTY PAYMENT	6% Gross of Sales
ADVERTISING FEE	3% Gross of Sales Payable monthly
TERMS OF AGREEMENT	10 Years

*May vary depending on the location, the size and the site conditions.

step by step, we support you with site selection, training, marketing

We are committed to building the Cultures brand one store at a time, one franchisee at a time.

As part of the MTY Group, becoming a Cultures franchise owner means you will benefit from the following:

- Purchasing power from our volume discounts
- Site selection expertise from our experienced real estate team
- Marketing and advertising power as part of a large franchise system
- Training and support from our highly-skilled operations team
- Continuous guidance and support from franchisor pre and post opening

To ensure the Cultures brand is maintained to our high system standards and consistent throughout every location, all franchisees are trained to operation their stores as per the Cultures guidelines and recipes.

Every Cultures franchisee must go through a 2-week training program with our operations team and 1 week online class training at MTY University prior to the store opening. During this period, our operations team will go through all the recipes and provide theoretical and hands-on training. Our operations team is on site for all pre-opening and opening activities. Post-opening support is provided on an ongoing basis.

your choice. your cultures!

There has never been a better time to be a part of a food concept that promotes healthy eating and wellness. Are you ready? Join us today!



GROUPE
MTY
GROUP

SOLID FOUNDATION

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 consumers 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).

cultures®