

# AWARD WINNING RESTAURANTS



**TOP CHOICE AWARD WINNER FOR TOP BURGER SHOP OF 2018**  
Top Choice Awards 2018



**TOP 50 RESTAURANT CHAINS IN CANADA**  
Restaurant News 2016



**#6 OF 10 BURGER CHAINS IN ONTARIO**  
Ontario Restaurant News 2016



**"CRAVEABILITY" IN CASUAL DINING**  
Technomic Consumers Choice 2014



**TOP 10 PATIOS OF 2014**  
Toronto.com



**TOP 5 EPIC BURGER RESTAURANTS IN TO**  
Venue Toronto 2014



**BEST BURGER AND NEW BUSINESS**  
Milton 2014



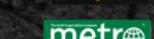
**ORLEANS BEST RESTAURANT**  
Orleans People's Choice Awards 2011



**TOP 50 BEST EMPLOYERS IN CANADA**  
MacLean's Magazine 2010



**DRAGON'S DEN (OTTAWA) WINNER**  
Executive Business Summit 2009



**OTTAWA'S BEST BURGER**  
Metro News "Ottawa's Best" Edition 2009-2011



**OTTAWA'S BEST CASUAL RESTAURANT**  
Ottawa Restaurant Awards 2009



**BEST BURGER**  
Xpress "Ottawa's Best" Edition 2001-2011

## WHAT PEOPLE ARE SAYING ABOUT THE WORKS



THE GLOBE AND MAIL

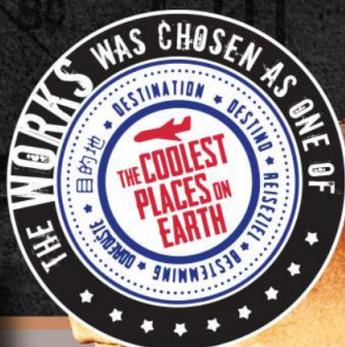


"The WORKS new ownership team has combined over 50 years of food, hospitality and branding experience"

"Finally people outside of Ottawa can enjoy the amazing WORKS burger experience"



"Award winning Canadian Burger Bistro announces major national expansion plan"

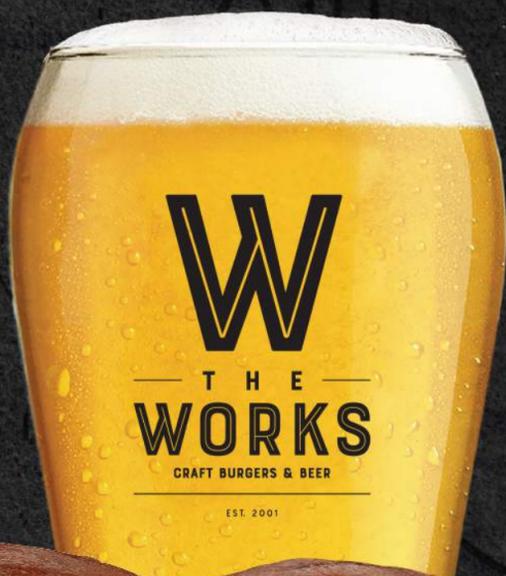


## TESTIMONIALS

"I am completely impressed and satisfied with my experience as a franchisee. The WORKS team has exceeded my expectations and made me feel like part of the family. From staff training to operations, the support is second to none"

Tony Bruccoleri

owner of the Kingston, Waterloo and Kitchener locations



THE WORKS CRAFT BURGERS & BEER IS A PIONEER IN PROVIDING THE ULTIMATE CRAFT BURGER EXPERIENCE BY OFFERING OVER 30 GOURMET BURGERS & 8 DIFFERENT PATTIES 50+ DIFFERENT BURGER TOPPINGS AND OVER 10 SIDES TO CHOOSE FROM!

COMPLETE YOUR EXPERIENCE WITH FRESH-CUT FRIES AND AN ICE COLD CRAFT BEER, OR THE CREAMIEST SHAKE YOU'LL EVER HAVE! IT'S ALL 100% CANADIAN!

CAN'T WAIT TO GET THINGS STARTED?

Contact Burger Central today to get the ball rolling on establishing a WORKS Craft Burgers and Beer in your neighbourhood.

1 (877) 377-5846  
gettheworks@worksburger.com  
www.worksburger.com



# THE WORKS

CRAFT BURGERS & BEER

EST. 2001



DO YOU WANT TO OWN AN AWARD WINNING RESTAURANT?

AMERICAN NETWORK COVERAGE CANADIAN NETWORK COVERAGE

"A Canadian burger chain is now offering hamburgers with Reese's Peanut Butter Cups inside the burger."

"Burger stuffed with Reese's Peanut Butter Cups Has Burger Lovers Going Nuts"

"If you could eat one burger before you die..."

"The WORKS Reese RBC, which has a patty stuffed with Reese's Peanut Butter Cups and topped with onion rings, bacon and Reese's peanut butter candy. Feeling hungry?"

"We tried The WORKS Reese Peanut Butter Cup burger so I't have to (but you still ou want)"

"Burgers for Breakfast!"

People USA TODAY FOX TIME FORTUNE NBC FWx Global CBC



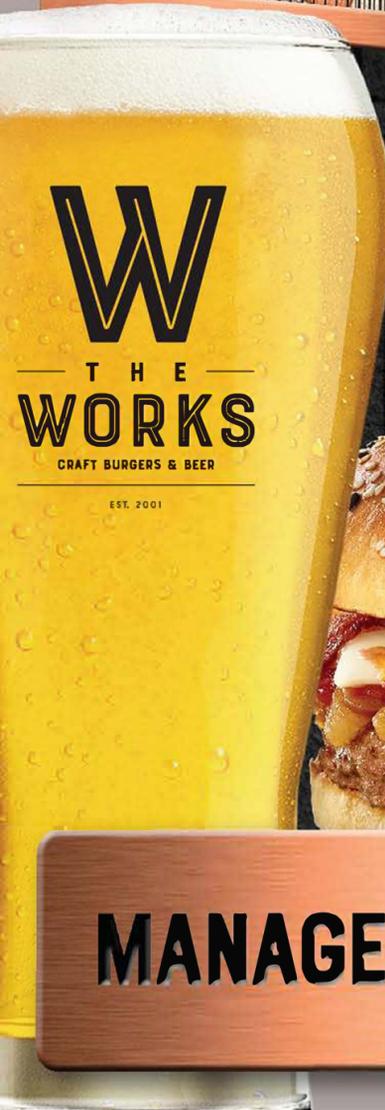


# TOP TEN

REASONS TO OWN A WORKS

## REASON

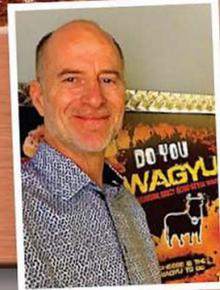
- 1 ROCKIN' THE NEIGHBOURHOOD FOR 14 YEARS.
- 2 OPEN FROM 11AM - 10PM & CLOSED MANY HOLIDAYS
- 3 2000-3000 FT<sup>2</sup> SIZE
- 4 NO TVs
- 5 NO BAR
- 6 SIMPLE MENU
- 7 FULL SERVICE MENU
- 8 NEIGHBOURHOOD LOCATION
- 9 BURGERS ARE THE TOP PURCHASE AT RESTAURANTS
- 10 WE PLAY ROCK & ROLL MUSIC AND WE PLAY IT LOUD!



**ANDREW KAY**  
SMOKEY MOUNTAIN (Brand Lead)

Andrew is on a mission to "Save the World from Bad Burgers". And he is just the man to do it. With many, many years of multi-unit leadership experience with top Canadian restaurant brands across the country, he definitely has the qualifications to make this mission successful.

As a long-time fan of The WORKS Craft Burgers & Beer (and more specifically the Sexy Burger), Andrew has taken the reigns leading all facets of the business from Operations to Development to Franchising (and his top priority...Burger Tastings).



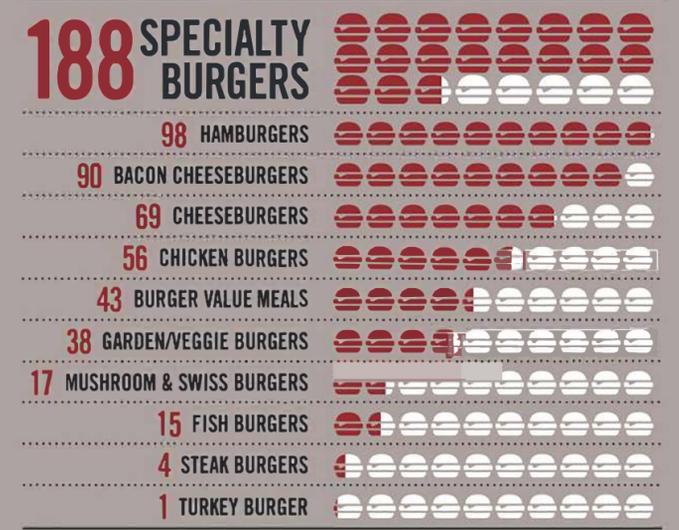
## STANDARD COST & FEE RANGES\*

Total Investment Range:	\$850,000 - \$1,300,000
Capital Required:	\$450,000 - \$550,000
Franchise Fee:	\$50,000
Ongoing Royalty Payments:	6%
Marketing Fees:	2%
Terms of Agreement:	10 years

\*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.

## CANADA'S BURGER PREFERENCE

650 ADULTS ACROSS 250 OF THE TOP CANADIAN CHAINS WERE SURVEYED ON THEIR BURGER PREFERENCE



BASE: 650 Incidences in the Top 250 Canadian chains  
SOURCE: Jan - Jun 2009 Menu Monitor, Technomic Information Services

= 10 PEOPLE

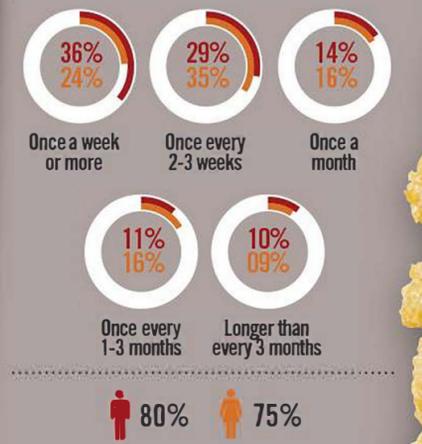


## TOP 10 BURGER CHAINS IN ONTARIO

ONTARIO RESTAURANT NEWS

RANK 2016	RANK 2015	NAME
1	1	McDonalds Restaurants of Canada Ltd.
2	2	Wendy's Restaurants of Canada Inc.
3	3	A&W Food Services of Canada Inc.
4	4	Harvey's (Cara)
5	5	Burger King Restaurants of Canada Inc.
<b>6</b>	<b>6</b>	<b>The Works Gourmet Burger Bistro</b>
7	7	Hero Certified Burgers
8	6	South St. Burger Co.
9	10	Five Guys Burgers and Fries
10	10	The Burger Priest

## HOW OFTEN DO YOU EAT BURGERS?



BASE: 751 Consumers Aged 18+  
SOURCE: Technomic Information Services, Canadian Burger Consumer Trend Report (2009)

## WENDY SPENCE

QUEEN POUTINE (Senior Director of Marketing)

Wendy, otherwise known as "Queen Poutine" is a raving burger fanatic who's favourite burger is the Son of a Beech, partly due to her love of Beechhouse sauce and the other part because she loves to say "Son of a Beech".

Wendy spent 12 years on the advertising agency side driving sales for top retail, food-service and hospitality clients. Following the ad gig, Wendy spent five years leading the marketing initiatives of a national quick-service restaurant before joining The WORKS. Now Wendy is the "crayons" behind the Marketing efforts at The WORKS, primarily focusing on the Marketing Communications plans, LTO's, Menu Development, PR, and Social Media initiatives. When she puts the crayons at work away, she pulls them out again at home, where she enjoys conducting impromptu focus groups with her family including her three burger-loving children.



## MIKE DUROCHER

BIG RED (Director of Operations)

Raised in the outskirts of Ottawa, Mike Durocher has been working in the restaurant industry for the last 25 years throughout Eastern Ontario and Western Quebec. In his travels Mike was intrigued by this little hidden gem of a local burger chain known as the WORKS. He decided that no matter what, he had to work there!

After eating 65 out of 67 Burgers on his first day of employment Mike "Big Red" Durocher felt very full. But more importantly he felt very excited to find a home in a place that valued food quality, the guest and the staff above everything else. It is with these principles in mind that Mike jumped at the chance to be the first franchise partner with The WORKS especially when he found out that it would be in an area of town that he had called home for most of his life. Since then, Mike has moved on through the chain to be an Area Manager and most recently the Director of Operations.



## MANAGEMENT

