





**COME ON OVER**  
**FRANCHISING OPPORTUNITIES**

  
**TURTLE JACK'S**  
MUSKOKA GRILL  
fresh since 1992



A wide-angle photograph of the interior of Turtle Jack's restaurant. The space is bright and modern, with large windows on the left featuring horizontal blinds. The walls are white with several framed landscape photographs. The floor is made of light-colored wood. In the foreground, a group of people are seated at a wooden table, engaged in conversation and eating. In the background, a server in a dark dress is standing at the bar, which has a wooden counter and a menu board. Other patrons are visible at tables further back.

**Turtle Jack's is the premium casual dining restaurant where you can escape and recharge with friends and family. We're committed to bringing you an experience wrapped in comfort and marked by our delicious food and warm hospitality.**

## **PERSONIFICATION**

The cottage neighbour who invites you over for a dockside experience.

## **TRAITS**

Turtle Jack's is fun loving, always engaging and welcoming, down-to-earth but confident.

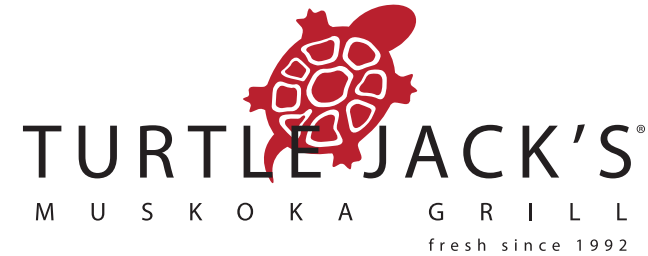
## **VALUES**

Turtle Jack's believes in moving steadily forward and getting better every day. We also believe in fostering warm hospitality and in creating flavours that are so good you can't stop eating our delicious food.

## **BRAND ESSENCE**

A delicious dining experience with a welcoming splash of the cottage.





Our restaurant owners are a part of a dynamic team which includes comprehensive training, operational support, purchasing, accounting as well as marketing and advertising. You will be able to concentrate on the day to day running of the business with the support of a team of experienced professionals.

**Turtle Jack's Muskoka Grill is a leader in casual dining with a well established reputation in southwestern Ontario. Turtle Jack's has a focus on great food and an escape and recharge from the everyday.**







## WHAT STANDARDS ARE SET BY TURTLE JACK'S?

Every facet of the business is defined for you, including:

- Interior Design
- Menus
- Suppliers
- Food, beverage and operating supply specifications
- Marketing, advertising & promotions
- Health & safety

Following these standards is instrumental to the success of your restaurant.



# FRANCHISING

## INFORMATION

- **Location Size:** ..... 4800 – 5500 sq ft
- **Franchise Fee:** ..... \$55,000
- **Franchise Terms:** ..... 10 years
- **Building Investment:** ..... \$1.8 – 2.1 M
- **Royalties:** ..... Sliding scale up to 5% maximum
- **Advertising Fee:** ..... 2% marketing fund, 1% local store marketing initiatives







[turtlejacks.com](https://turtlejacks.com) • [@turtlejacksgrill](https://www.instagram.com/turtlejacksgrill)

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