

# Dagwoods<sup>TM</sup>

The Sandwich Shop



## OWN A SLICE OF TRUSTED DAGWOODS QUALITY

Sandwich fans everywhere understand quality... and if they've been to Montreal, they want *Dagwoods quality*. For over 34 years, Dagwoods has served a sandwich experience that is second to none. Fresh baked bread filled with quality cheeses and meats that are sliced to each order and topped with our signature sauce. This guest experience creates loyal, repeat business that is a cut above.

**THE FRESH-SLICED EXPERIENCE THAT BRINGS GUESTS BACK.**

### FOR MORE INFORMATION, PLEASE CONTACT:

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[dagwoods.ca/franchising](http://dagwoods.ca/franchising)



## JOIN THE GROWTH OF DAGWOODS

Having grown to 15 locations and now a part of MTY Group, we welcome new franchise owners to serve up the Dagwoods experience backed by a corporate team that knows what it takes for you to succeed.



## SUPPORT THAT'S SECOND TO NONE

The Dagwoods concept is simple and easy to operate with low startup costs, low overhead and a high rate of repeat guest satisfaction. And because the franchise is under the umbrella of MTY Group, you can expect support in every key area from launch to continued growth and success.

### SITE SELECTION

Food Court Unit	400-600 sf
Inline Unit	1000-1200 sf
Street Front	1000-1200 sf



### TRAINING

We provide hands-on in-store training with a Certified Dagwoods Manager. This means you'll quickly become familiar with all aspects of management, quality standards, meal preparation and service that delights all your Dagwoods guests.



### FIELD SUPPORT

The Dagwoods corporate team is committed to making your restaurant as successful as possible. To do this, we provide ongoing support through follow-up visits and evaluations that highlight the key areas for success. This results in an outstanding sandwich experience based on over 34 years of fast, courteous and consistent service.

### MARKETING SUPPORT

The Dagwoods marketing team works with your location to maximize your advertising investment and drive brand awareness that translates into new and repeat guests. The tools we provide are focused on both the Dagwoods brand and, most importantly, your local store marketing.

- Develop and execute an opening Local Store Marketing plan
- Drive additional trial and awareness of your restaurant for repeat business
- Deliver consistent messaging that appeals to the Dagwoods target market
- Reinforce the Dagwoods brand image to benefit your growth

## THE DAGWOODS INVESTMENT

ESTIMATED COST OF CONSTRUCTION	\$340k - \$380k
UNENCUMBERED CASH REQUIREMENT	35% of project min.
INITIAL FRANCHISE FEE	\$35k
TERMS OF AGREEMENT	10 years
ROYALTIES	5% of sales
ADVERTISING	3% of sales

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