



# BIG SMOKE BURGER®

HAND CRAFTED BURGERS

## FRANCHISE BROCHURE

EST 2007

BORN & BRED  
IN TORONTO

100% CANADIAN

# FRANCHISE SUPPORT

Our franchisees enjoy direct access to our head office team, along with the extensive network of agency and supplier partnerships we've cultivated.



- Comprehensive hands-on training before opening, with ongoing support after launch.
- National and local marketing programs to drive traffic and sales.
- Exclusive, diverse menu offerings paired with distinctive beverage selections.
- Streamlined, focused menu design crafted to maximize cheque size and encourage upselling.

## TRAINING

Franchisee will receive **1 week** of training at the renowned **MTY University**, followed by **4 weeks** at one of our established stores, and an additional **2-3 weeks** of on-site training at your location. Our expert trainers always remain available to support you in improving efficiency and reviewing procedures with your staff.



## SITE CRITERIA

Street Location Size	1,200 - 1,500 sq. ft.
Food Court Size	400 - 500 sq. ft.
Preferred Locations	High-traffic streets, retail, & residential zones.

## FRANCHISE INVESTMENT & FEES

Franchise Fee	\$40,000
Initial Investment	\$475,000 - \$550,000
Personal Investment	35% of total
Royalties	6% of gross sales
Advertising Fee	3% of gross sales
Term	10 years

\* Final fees vary by site real estate, market, and financials



# CHAR-GRILLIN' SINCE 2007

# BIG SMOKE BURGER®

## WHAT SETS BIG SMOKE BURGER APART

**FLAME-GRILLED**  
Bold smokey flavour.

**HOUSE-MADE SAUCES**

Made with fresh herbs and ingredients.

**GOURMET, QUALITY-FIRST PHILOSOPHY**  
With proprietary recipes and beverages.



**POPULAR SIDES:**  
Fries, Poutine, & Onion Rings.

**HAND-SPUN MILKSHAKES**



## COMPETITIVE EDGE

### Charbroiled Craftsmanship:

Custom burgers cooked on an open-flame grill for authentic flavour and quality.

### Operational Efficiency:

Small footprint design reduces labour and occupancy costs while maintaining throughput.

### FRESH & INCLUSIVE MENU:

Vegetarian, Halal, & Gluten-Free diets.

### ACCESSIBLE GOURMET:

Premium ingredients at affordable prices.



### Modern Store Design:

Flexible, visually appealing layouts that fit a variety of site formats.

### Strategic Real Estate Support:

Backed by MTY Group's robust corporate network and site selection expertise.

# ABOUT MTY GROUP

ONE OF CANADA'S LARGEST RESTAURANT FRANCHISORS.  
OVER 7,000 LOCATIONS WORLDWIDE.  
PUBLICLY TRADED ON THE TORONTO STOCK EXCHANGE.  
(TSX:MTY).



## CONTACT

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