



CONCEPT OVERVIEW

Muffin Plus has been a part of the Quebec landscape since 1985 and currently has 25 branches. Originally, we are known for our delicious freshly baked muffins and pastries; however, the banner has evolved over the years and has become a destination for fresh, healthy, and fast meals.

Our concept offers an offer corresponding to the various segments of the day. From breakfast to lunch while going through snacks and dinner. All our products are prepared from whole ingredients, daily in our branches, which are also available for Online ordering and catering from our website.

The secret of our longevity is based on constant innovation allowing us to stay abreast of trends and constantly enrich our offer.

OUR MENU

BREAKFASTS

Selection of breakfast sandwiches made from fresh eggs, Montreal bagel, and other ingredients. Offered all day.

DAILY BAKED GOODS

Craft baked goods from muffins, croissants, cookies, scones and loaves.

ENERGY BOWLS

Meal size salads made of a whole grain base and a wide range of protein.

SANDWICHES

Wide selection of gourmet sandwiches and grilled cheese.

PIZZAS

Newly added gourmet pizzas.

SALADS & SOUPS

Daily gourmet salads and soups.

SNACKS

Homemade parfaits, puddings, fresh fruits, veggies and dips.

HOT & COLD BEVERAGES

Selection of craft sodas, smoothies, iced teas, coffees and premium teas.



REBRAND

Muffin Plus has recently launched a new brand image with revamped store, logo, menu and packaging design. Providing an authentic look and taste aligned with new trends while keeping the vintage nature and elements of Muffin Plus. Also, reinvigorating with new menu items and concept designs as well as refocusing on the bakery aspect.



TRAINING & SUPPORT

- 1. CUSTOMIZED SUPPORT**
Operations and marketing advisor available for each branch.
- 2. ADVERTISING PROGRAM**
A marketing team developing national, local and personalized marketing strategies.
- 3. PRODUCT DEVELOPMENT**
Constant innovation to match market trends.
- 4. CONTINUING EDUCATION PROGRAM**
Product-oriented training and management processes.

OUR BOUTIQUES

Several concepts are proposed to satisfy your business vision.

STREET LOCATION
1300-1800 sq. ft

KIOSK
200-800 sq. ft
Kiosk or online store located in a shopping mall or office tower



FRANCHISE FEES & INVESTMENT

FRANCHISE FEE	30 000 \$
MARKETING FEE Marketing initiatives for the grand opening	5 000 \$
TRAINING FEE	5 000 \$
ROYALTIES + ADVERTISING FEE	6% + 2%
ESTIMATE PROJECT FEE Equipment, construction, signs, plans	275 000-325 000 \$

FOR MORE INFORMATION & CONTACT

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