



Always good. Always together. Always Mikes.





A STORY ABOUT FAMILY,  
COMMUNITY AND  
PASSION THAT STARTED  
MORE THAN  
**50 YEARS AGO**

Since the first Toujours Mikes restaurant's opening in **1967**, we are part of Quebecer's daily life.

**Toujours Mikes is known for its hot submarines, generous pizzas, delicious pasta dishes and original Duetto. We are also in the "breakfast" niche since 1992 with our breakfast pizzas and flavourful countrysides.**

We offer tasty and comforting dishes, in a cozy setting where everyone feels welcomed. Our meals are also available for delivery and at the take-out counter, for enjoyment in the comfort of your home!

**CONCEPT** *evolution*

The essence of our new restaurant's decor is the perfect and well-balanced mix of nostalgia and contemporary. The combination of vibrant and convivial colours, the connexion of the kitchen and dining room as well as the use of modern and warm materials.

**MIKES**



# SUPPORT TO OUR

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**TOUJOURS MIKES** HAS ALWAYS BEEN **A FAMILY AFFAIR** AND OUR RELATIONSHIP WITH OUR FRANCHISEES IS **NO EXCEPTION TO THAT!**

Our franchisees are surrounded by a complimentary Team which provides them with unwavering support.

Operations, marketing, purchasing, creation and culinary development work in continuing collaboration to utilize the required expertise on 360°.

BE CERTAIN THAT WE ALL WORK **TOWARDS THE SAME OBJECTIVE:** MAKE YOUR RESTAURANT SHINE AND, BY DOING SO, **THE TOUJOURS MIKES BRAND.**



# FRANCHISEES

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## **DESIGN AND CONSTRUCTION**

Plans for interior and exterior design

Supervision of the construction's process and steps

Decoration, interior signalisation and infrastructures

## **ASSISTANCE AND RESTAURANT OPENING**

Supervision of all opening's activities

Establishment of relationships with designed suppliers

Implantation of a local marketing campaign

## **MARKETING SUPPORT FOR THE FRANCHISEES**

National marketing campaigns

Consulting service and implantation of local marketing initiatives adapted to the specific needs

Consulting service and internal management of web tools

## **ADMINISTRATION**

Private support from a dedicated District Manager

Exploitation manuals

## **TRAINING**

8 to 10 weeks of intensive training for the direction

Visual supports for all employees

Training videos (promotions, menus, etc.)

Workshops and visits from our designated trainer









# A TRUE CLASSIC

People know and recognize Toujours Mikes by its iconic products which transcend time. Many people associate Toujours Mikes with a specific product or combination, like the Superstar<sup>MD</sup> or Co-Star<sup>MD</sup> subs, the Duetto<sup>MD</sup> or the delicious breakfast pizzas.”

**We are proud of our path and we hope to welcome you on this amazing journey.**

MORE THAN  
**50 YEARS ACTIVE**

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MORE THAN  
**70 RESTAURANTS**

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MORE THAN  
**3 000 EMPLOYEES**

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MORE THAN  
**7 500 000  
MEALS SERVED  
ANNUALLY**

# OPPORTUNITIES

**IMMEDIATE DEVELOPMENT**    North Shore    Montreal    South Shore

The initial investment for a new Toujours Mikes restaurant is between \$650 000 and \$695 000

Franchise fees of \$50 000, including 8 to 10 weeks training

Royalty fees of 5% annually, based on your sales Contribution

to the marketing fund, 3% of your annual sales Implication in

local marketing, 1.5% of your annual sales New locations

available

Conversion of sites possible

## ABOUT US

Toujours Mikes is a division of Invescor Restaurants Group inc., an organization working in the convivial restauration industry.

In March 2018, Invescor Restaurants Group inc. was acquired by MTY Food Group inc.

We are proud to be affiliated with MTY Group, which is renown in the restauration industry for profitably managing almost 75 banners for more than 35 years now.

**Join our Team now, communicate with us!**

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