



BÂTON ROUGE

GRILLHOUSE & BAR

OVER 30 YEARS OF PROVEN SUCCESS

For almost 35 years, Bâton Rouge, a proudly Canadian brand, has been serving quality, fire-grilled food and delivering an unmatched experience with attentive service in a chic yet relaxed ambience.

The 30 locations across Quebec, Ontario, and The Maritimes offer guests an authentic culinary experience during every visit.

Our famous BBQ pork back ribs are slow-cooked at low heat for hours until they are mouth-wateringly tender and ready for basting with our signature BBQ sauce. These steps of preparation are designed to ensure that our guests truly savour the experience and with over 3 million BBQ pork back ribs sold annually, experience has taught us to take our time and that no detail is too small to perfect.



**BÂTON
ROUGE**
GRILLHOUSE + BAR



UPDATED DESIGN



OUR
PASSION
FOR

THE GRILL
IS *contagious*

Our mission is simple: to share
our passion for the grill by providing
our guests with an uncompromising experience.

INNOVATION WITH A HINT OF THE CLASSICS

Bâton Rouge is the place to be for all food lovers who are looking for fresh and quality ingredients. Whether it's our slow-cooked ribs that are exceptionally tender or our flame-grilled proteins and vegetables, there's something for everyone. Our menu features bold flavours and we take great pride in also serving the finest steak cuts from **AAA/USDA** which are hand-selected for superior marbling, aged for optimal tenderness and seasoned with our unique spice blend.

Our signature offerings are complemented with craveable appetizers, crisp salads, burgers & sandwiches, premium seafood and decadent desserts.

Our menu is built around long-time favourites as well as recent food trends. Customer feedback plays a big role in shaping our menu while innovating to incorporate the latest trends in an effort to amaze our guests.

Our cocktails are crafted with the guidance of an expert mixologist who incorporates the latest trends while staying true to the brand identity.

BÂTON ROUGE
Signature



THROUGHOUT THE YEAR,

we offer our guests limited-time menus to generate traffic and excitement. Our offers are tailored to our operations and kitchen efficiency, while creating a notable buzz on both social platforms and traditional media outlets.





BAR

At Bâton Rouge, the sacred fire is part of everything we do – including our signature cocktails. We've revisited some of the greatest classics, adding our special, modern touch. The Bâton Rouge touch.



THE FINEST INGREDIENTS

Undoubtedly, the key ingredient to the success of Bâton Rouge is the amazing food we serve. To ensure high standards of freshness, the food is prepared daily from the finest ingredients, as per signature brand recipes, developed by our Executive Chef.





THE UPDATED BÂTON ROUGE





ABOUT MTY GROUP

EXCELLENCE. DEDICATION. INNOVATION.

As the parent company, MTY's three principles have made **MTY Food Group inc.** one of the largest franchisors in North America's restaurant industry.

MTY Group is a family whose heart beats to the rhythm of its banners, the very soul of its multi-branded strategy. For over 35 years, it has been increasing its presence by delivering new concepts in quick-service restaurants and making acquisitions and strategic alliances that have allowed **MTY Group** to reach new heights year after year.

GROUPE
MTY
GROUP



THE PERFECT MATCH

- Canada wide
- Trade Area : 100,000 population
- Urban & suburban locations
- Freestanding or end cap units (patio is required)
- 5,000 – 6,000 SQF plus 1,000 + SQF patio
- Existing and new building opportunities
- Ideally located within a restaurant node, enclosed mall (outparcel preferred), power centre or in close proximity to hotels and entertainment venues including theatres
- Highly visible with adequate signage
- High traffic counts/accessible parking
- Daytime and evening customer base
- Conversion opportunities available

KEY FACTS

Required Investment	\$3.0 - 3.5 M
Starting Capital	\$900K - 1.0M
Franchisee Fee	\$6,000/year
Royalty Fee	5% of gross sales
National Marketing Fund	2% of gross sales
Local Store Marketing Fund	1.5% of gross sales

CONTACT

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