



WHO WE ARE

At Thai Express, we specialize in **traditional Thai recipes** of fresh, vibrant food, but we have the vision to sprinkle in enough new-world creativity to keep you on your toes. It's **Same Same but Different!** Our Exotic flavours have been heating up Canada since 2004, making Thai Express **the leading quick casual Thai restaurant concept in the world**. The explosion of Thai Express onto the quick-service restaurant market has resulted in the consistent opening of new locations every year, even internationally.

Thai Express marries the idea of quality Thai cuisine with the ability to serve its clientele in a fast-paced environment. Market Analysis confirms that Thai Express franchises are highly rated to succeed and are well received in all markets targeted. Currently, the franchise is in very high demand due to positive feedback and increased market exposure.



SITE SELECTION

Thai Express is always looking for new strategic sites to expand our family of franchises. Sites are selected based on:

- traffic
- square footage
- visibility
- and cost criteria

Preferred locations are typically major shopping centers, public markets, or highly populated commercial and/or residential areas. Our business model can seamlessly translate to the stand alone street locations as well as non-traditional food service environments such as office towers, universities, hospitals and airports.

BRAND SUPPORT

Thai Express has put tremendous effort into researching, testing, tasting, and implementing our concept through various mediums such as design, processes, marketing, purchasing, and core values.

Thai Express is **highly focused on expansion** and this has resulted in its explosion onto the quick-service restaurant market since our acquisition in 2004 with five locations in the Montreal region. Thai Express has had exceptional growth since it's inception.

We will provide continuous support and professional guidance to all our new franchisees from the early stages of training and development, all the way through to the exciting opening day and beyond.

Our vision of success is to always exceed expectations by offering a tasteful variety of authentic Thai cuisine prepared and served by well-trained and motivated team members.

**"THE PERFECT
INGREDIENTS FOR
A MEMORABLE
EXPERIENCE!"**



Thai Express is the perfect answer to the needs of customers overwhelmed by a fast-paced urban life. Apart from being an original attractive chain that provides **fast friendly service**, the **freshness** and **flavour** of the food at Thai Express is certainly the key in attracting loyal customers. It is no wonder from Vancouver to St John's, Canadians in all provinces have embraced the brand as the ambassador of the food of Thailand and consequently making Pad Thai as common as poutine.



WINNER OF

DUX Eat Better Live Better

2019: VEGAN MENU
2020: NOMINEE



GAGNANT DE



MEILLEURE NOUVELLE
ALIMENTATION ET BOISSON



WINNER OF

2019 RESTAURANT
AWARD **SKIP**
SERIES

BEST PAD THAI, BEST FRIED RICE



WINNER OF

LUX life
MAGAZINE

2018, 2019
BEST THAI RESTAURANT FRANCHISE



SAME SAME BUT DIFFERENT

FINANCING	MALL UNITS	STREET LOCATION
Area	350 to 450 sq. ft.	1200 to 2000 sq. ft.
Franchise fee*	35k	35k
Term of franchise (depending on lease)	10 years	10 years
Initial investment** (depending on real estate)	450K to 550K****	450K to 550K****
Personal investment*** (estimated)	35%	35%
Royalties	6%	6%
Corporate advertising fee	3%	3%
* Fee may differ depending on region. ** Other fees and deposits may apply such as security deposits, leasing, design and grand opening fees. *** Subject to good net worth and credit score. **** Subject to restaurant size, condition and location.		

APPLY ONLINE



<https://mtyfranchising.com/thai-express/>

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WINNING

CONCEPT