

PROUDLY  
CANADIAN

— T H E —  
**WORKS**

CRAFT BURGERS & COLD BREWS

FRANCHISE BROCHURE



**MTY  
GROUP**

One of Canada's LARGEST RESTAURANT FRANCHISORS  
Over 7,000 LOCATIONS worldwide  
PUBLICLY TRADED on the TORONTO STOCK EXCHANGE (TSX:MTY)

# FRANCHISEE SUPPORT

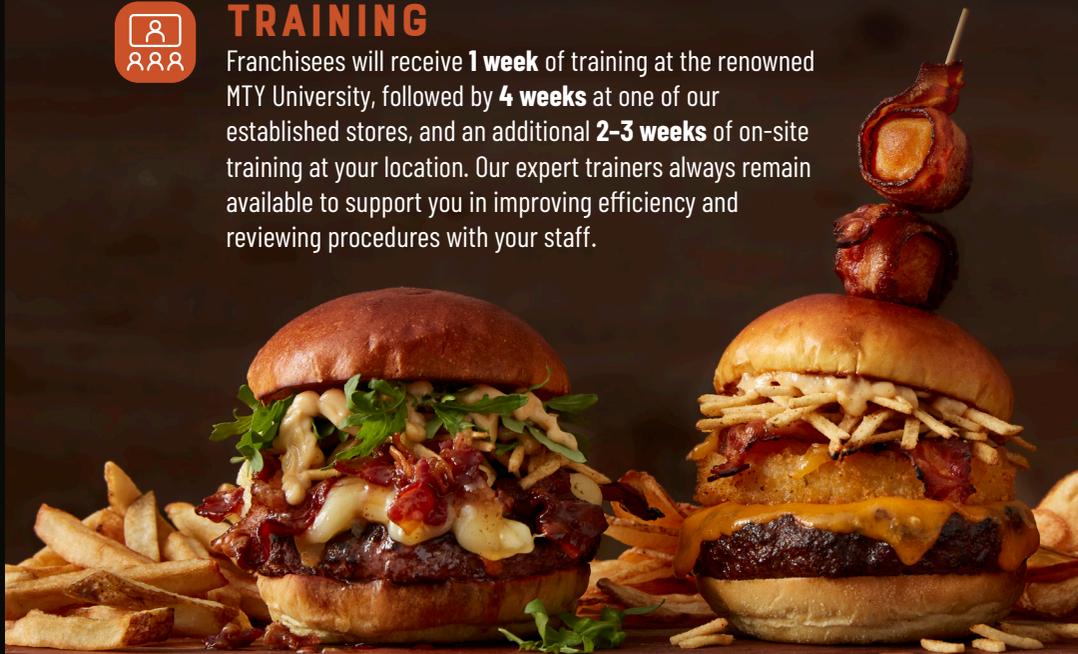
Our franchisees enjoy direct access to our head office team, along with the extensive network of agency and supplier partnerships we've cultivated.

- 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 menu design crafted to maximize cheque size and encourage upselling



## TRAINING

Franchisees 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.



## FRANCHISE INVESTMENT & FEES

FRANCHISE FEE	\$50,000
TERM OF AGREEMENT	10 YEARS
INITIAL INVESTMENT	\$850K - \$1.3M (Depends on real estate)
PERSONAL INVESTMENT	35%
ROYALTIES	6% OF GROSS SALES
ADVERTISING FEES	2% OF GROSS SALES

\*Final fees vary by site, market, and financials.

## WHAT SETS THE WORKS APART

- Over 20 chef-crafted gourmet handhelds, 7 patty options, and 30+ toppings designed for endless creativity.
- Canada's only full-service burger restaurant specializing in both charbroiled and smash-style burgers.
- Proudly 100% Canadian – from fresh-cut fries to creamy shakes and locally brewed beer.
- Highly customizable: Guests can build their perfect burger or try one of our inventive, over-the-top combinations.
- Recognized for innovation: An award-winning, media-featured brand celebrated for its creativity and originality.
- Playful, bold experience: From burger names to music & atmosphere, THE WORKS serves personality with every plate.
- Guests can't resist our bottomless fries and crafted-in-house sauces.



## COMPETITIVE EDGE

- **Category Pioneer:** Early innovator that defined Canada's craft burger scene.
- **Creative Leadership:** Continually evolving with limited-time builds and viral menu ideas that capture media attention.
- **Strong Brand Recognition:** Frequently ranked among Ontario's top burger destinations.
- **Balanced Operations:** Streamlined kitchen model supporting creativity without complexity.
- **Full-Service Experience:** Beer, shakes, and gourmet burgers under one roof: a category differentiator.
- **Neighbourhood Flexibility:** Designed to adapt to local communities with site-specific layouts.
- **Loyal Fanbase:** Built through innovation, humour, and a craveable guest experience.
- **Everyone Welcome!** Whether its over-the-top burgers, bar vibes, or family time with the little ones, THE WORKS serves up something special for every guest.

## TOP 5 REASONS TO OWN THE WORKS

- 1** PROVEN SUCCESS IN NEIGHBOURHOODS FOR 25+ YEARS
- 2** OPERATES FROM 11AM TO 10PM 7 DAYS A WEEK
- 3** 2,000-3,000 SQ. FT. TYPICAL STORE SIZE
- 4** SIMPLE, BOLD MENU AND FULL-SERVICE CONCEPT
- 5** MUSIC AND ATMOSPHERE CURATED TO STAND OUT





**At THE WORKS Craft Burgers & Cold Brews,  
we don't just make burgers – we reinvent them.**

**With over two decades of culinary creativity, bold flavour  
combinations, and tongue-in-cheek attitude,  
THE WORKS continues to be Canada's Ultimate Burger Authority.**



## AWARDS & ACCOLADES

A legacy of creativity that gets noticed. From community “Best Burger” wins to viral menu features, THE WORKS continues to earn recognition for flavour, originality, & fun.



**COMMUNITYVOTES OAKVILLE - BURGERS, SILVER WINNER (2023)**

Voted by Oakville residents for exceptional quality and guest experience.



**COMMUNITYVOTES OAKVILLE - BURGERS, BRONZE WINNER (2022)**

Consecutive local recognition for THE WORKS' strong community following.



**BEST OF OTTAWA AWARDS - BEST BURGER (WINNER, 2021)**

Recognized by The Ottawan readers as Ottawa's best burger, reaffirming THE WORKS' long-standing roots in the city's dining culture.



**TRIPADVISOR TRAVELLERS' CHOICE (MULTIPLE LOCATIONS)**

## CONTACT

**KAAN YILMAZ**  
SENIOR DIRECTOR,  
FRANCHISE DEVELOPMENT  
CENTRAL CANADA



2 East Beaver Creek Road,  
Building One  
Richmond Hill, Ontario



416-560-2633



kaany@mtgroup.com

**TAYLOR LILEIKIS**  
SENIOR MANAGER,  
FRANCHISE DEVELOPMENT



Corner Court #3, Suite 170,  
6223 2nd Street SE  
Calgary, Alberta



403-970-8568



taylor.lileikis@mtgroup.com

