

A STRONG BRAND, AN AMBITIOUS FUTURE

Joining Café Van Houtte means investing in:

- A recognized iconic brand
- A proven café-bistro concept
- A structured and optimized model
- The strength of MTY Group, a global leader in the restaurant industry

Tradition and modernization come together to create a new phase of growth.

A MODEL DESIGNED FOR SUCCESS

TOTAL ESTIMATED INVESTMENT	\$250,000 to \$450,000
FRANCHISE FEE	\$30,000
ROYALTIES	5 %
MARKETING CONTRIBUTION	3 %
CONTRACT TERM	10 years

A clear framework.

Comprehensive support.

A structure that reduces risk and maximizes potential.

WHAT IF THIS IS THE RIGHT TIME?

Coffee is one of the most deeply rooted daily habits.

THE DEMAND FOR PREMIUM EXPERIENCES CONTINUES TO GROW.

Café Van Houtte is entering a new phase of development.

And we are looking for the right partners to build it with us.

LET'S DISCUSS YOUR PROJECT

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CAFÉ VAN HOUTTE®

- SINCE 1919 -



MORE THAN A COFFEE. A SIGNATURE. AN OPPORTUNITY.

A LEGACY THAT INSPIRES TRUST

For over 100 years, Café Van Houtte has shaped coffee culture in Canada. Founded in Montreal in 1919, the brand was built on a simple yet demanding conviction: to serve exceptional coffee, consistently, in a warm environment where people love to gather.

Over the generations, Café Van Houtte has become much more than a café. It is a signature. A landmark. A promise of quality.

Today, this historical expertise meets a modern vision.

We offer entrepreneurs the opportunity to rely on a strong, structured brand focused on the future.

OUR FOUNDATIONS

Behind every cup served are clear values:

EXCELLENCE

A constant commitment to the quality of our products and service

AUTHENTICITY

A respected and transmitted coffee expertise

SUSTAINABLE COMMITMENT

Responsible sourcing and a long-term vision

THOUGHTFUL INNOVATION

Evolving without losing our identity

PROXIMITY

Creating vibrant places rooted in their community

WHY BECOME A CAFÉ VAN HOUTTE FRANCHISEE?

Our values are not just words.

They structure our model, guide our growth, and shape the support we provide to our franchisees.

Choosing Café Van Houtte is not simply investing in a coffee concept.

It means partnering with a century-old brand that evolves with purpose.

360° SUPPORT

Your success does not rely on you alone.

We support you at every stage, from opening to daily operations.

OPERATIONS

- Comprehensive training
- Opening support
- Ongoing coaching
- Product development
- Supplier management and standards
- You operate with ambition

MARKETING

- National campaigns
- Structured local marketing
- Seasonal promotions
- Advertising tools
- Web and digital visibility
- We support you with a clear method

