



OUR REACH MEANS OPPORTUNITY

You've picked this up because you're looking for the right franchise opportunity in Canada. You want to work with a legacy brand that adds flavour to your life and the lives of your community.

We are currently seeking qualified franchisee applicants to partner with! We would be honoured to work with you and provide the support you need to open, operate and grow your own TacoTime Canada franchise.

OVER 45 YEARS

TacoTime has been serving up bold, craveable Tex-Mex flavours to Canadians. Our franchisees are at the heart of our continued success. If you're looking for a business opportunity backed by a strong brand with proven operations, and a dedicated support team, TacoTime Canada is the right investment for you.

A HISTORY OF BIG FLAVOUR

Taco Tuesday® – Exclusively Ours Since 1997

TacoTime holds the registered trademark for Taco Tuesday® in Canada, a powerful brand asset that no other competitor can legally use. Since 1997, we've owned and built equity in this phrase, making it synonymous with TacoTime and creating a unique point of differentiation in the marketplace.

Brand Advantage: While other restaurants may try to capitalize on the popularity of "Taco Tuesday," only TacoTime can legally promote and own it as part of our brand identity.

Consumer Connection: Taco Tuesday® is a cultural touchpoint that drives traffic, builds loyalty, and resonates with guests week after week.



FRANCHISE FEES & INVESTMENTS*

MALL, STREET & DRIVE THRU LOCATIONS

Franchise Fee	\$35,000
Term of Franchise Agreement	10 Years
Street Investment	\$350,000 - \$490,000
Drive Thru Investment	\$400,000 - \$550,000
Mall Investment	\$325,000 - \$450,000
Required Liquid Assets (Cash)	30-35% of total investment
Royalties	5%
Advertising Fund Fee	4%

* Investment numbers are estimations only and depend on store size, site conditions, location and other factors.



MAKING CLASSICS SINCE 1978

What makes TacoTime special? It's the way we do things. We hand-roll our burritos. We make our hot sauces from scratch. Even our taco shells, chips, and burrito bowls are made in-house using recipes that are uniquely ours.

Over the decades, we've stayed true to our roots, while growing with our loyal customers. We believe great food takes time and care. That's why we use fresh, local ingredients and prepare them the right way, every day. It's how we've built comfort food that keeps people coming back.

Trends come and go, but TacoTime's dedication to delivering bold, authentic flavours remains our north star.

OUR PLACE IN THE QSR MARKET

At TacoTime, we don't follow trends. By crafting the bold flavours you've come to love and crave, we've carved out a unique spot in Canada's quick-service dining scene. We are a conscious decision to have more flavour to your life. While others compete on speed and price alone, we offer a fun experience that's as comforting as it is unexpected, giving our customers a reason to come back, every time.

**OVER
2.5 MILLION
TACOS**
SERVED ANNUALLY



**OVER
3.2 MILLION
BURRITOS**
HAND ROLLED EVERY YEAR

HOW WE ADD FLAVOUR TO YOUR FRANCHISE

We're all about great taste and a lot of flavour, and that includes providing you with the tools, resources and support to operate your franchise. Here's what's on the menu:

Hands-on Training

We make sure you're fully prepped, including food handling and staffing to purchasing and year-round business growth. You'll learn everything you need to run a smooth operation through our MTYU training programs.

Always Fresh Ideas

Our product innovation team is constantly cooking up new recipes and Limited Time Offers to keep customers excited and returning for new things.

Smart Supply Chain

As part of the MTY Group family, we've got the appropriate connections to source high-quality ingredients at competitive prices – as consistent as possible.

Online Ordering? Absolutely

With the TacoTime Canada app and exclusive third-party delivery deals, we make sure customers can order conveniently, which helps to boost sales while keeping costs down.

Loyalty that Pays Off

Our TacoTime Rewards program keeps fans engaged with welcome points, order bonuses, and exclusive promos. Signing up is faster than finishing a burrito – and way more rewarding.

Marketing Muscle

From national ad campaigns to local business coaching, our experienced team of marketing professionals work hard to ensure TacoTime stands out as a leading QSR in Canada, and as a brand overall.

Social Media

Think trending content, giveaways, and delicious engagement that keeps our community hungry for more. We engage with content creators to help engage new audiences, promote new menu items or just keep TacoTime Canada in our audience's feed.

 [TACOTIMECANADA.COM](https://www.tacotimecanada.com)

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