



*A Business that Works for You*



## FRANCHISE OPPORTUNITIES

85  
LOCATIONS

ONE SHIFT  
OPERATION  
7 AM TO 4 PM

CANADA'S  
#1 BREAKFAST  
BRAND



SUNSET GRILL RESTAURANTS LTD.

2381 Bristol Circle, Unit A200 Oakville, Ontario L6H 5S9 tel (905) 286-5833 fax (905) 829-1142

    [sunsetgrill.ca](http://sunsetgrill.ca)

## The Concept

Owner-operated, California-style breakfast restaurant with a warm and friendly community atmosphere. Featuring fresh grilled breakfast and lunch prepared in an open kitchen.

## The Background

Welcome to the Home of the Original FAMOUS ALL DAY BREAKFAST™

Canada's leading full-service breakfast restaurant franchise.

Fresh is Tastiest™ is our philosophy at Sunset Grill®. Our guests are loyal to our brand and love our food because we use fresh ingredients, healthy cooking methods and we always cook fresh to order.

For over 30 years our owner-operators have enjoyed a healthy work-life balance with our one-shift operation model. High profit margins (up to 20 per cent on net sales) lead to excellent returns and the building of a saleable asset.

We set our franchisees up for success with our award-winning formula. Specialization in the marketplace, streamlined operations, comprehensive training, ongoing professional guidance and low staff turnover are just a few of the benefits you'll enjoy when you become a part of the Sunset Grill family.

Canada's #1 breakfast brand with 85 locations and growing. Join the breakfast revolution today and let us find you a home at Sunset Grill.

## Future Expansion

Over the next 12 month span, Sunset Grill is opening at least 15 new franchised units and is focusing on Canada and select markets in the USA. The chain will concentrate on high traffic and highly visible street locations in addition to freestanding pad sites and end caps with patio (where possible).

## Appealing Factors

- ✓ Specialization in the marketplace positions us as the dominant brand. Operations are streamlined and efficient in comparison to broad spectrum restaurants.
- ✓ Not only is breakfast a high profit sector of the restaurant industry, it is also the fastest growing.
- ✓ A clean, open concept kitchen instills customer confidence and is now more popular than ever. It also provides management a full, unobstructed view of customer flow, kitchen operations and seating areas at all times - resulting in savings on payroll, excellent customer service and maximized employee productivity.
- ✓ One-shift operation (7 am to 4 pm daily) ensures zero down time and maximizes profits. A one shift operation also allows our franchisees the ability to enjoy their evenings and spend quality time with their families - without worrying about the restaurant!
- ✓ Staffing is simple with one shift to manage, coupled with no evening hours, the results are a very low staff turnover.

## Appealing Factors Continued

- ✓ Excellent income potential. Featuring the highest net profit of any full service restaurant (up to 20% profit on net sales).
- ✓ Strong support. Head office will find and prefilter locations in prime, high visibility sites only. We negotiate long-term clean leases (up to 30 years) and provide initial and ongoing training.
- ✓ Strong community presence and an opportunity to meet good, wholesome people.

*"Buy into a business that works for you."*

## Philosophy

Your business should work for you and provide you with the following benefits:

1. Profits
2. Free time
3. Social stature
4. Cash flow
5. Net worth

— WELCOME TO —  
**sunset grill**<sup>®</sup>

## Franchise Information

Franchise Fee: \$55,000

Royalties: 5%

Advertising: 1%

Estimated Total Capital Cost (build out): \$640,000 (includes Franchise Fee)

Average Restaurant Size: 100 seats (2,000 sq. ft.)

Cash or Liquid Assets Required (unencumbered): \$290,000

SBL Bank Financing Available Upon Approval: Up to \$350,000 (80% of Leasehold and Equipment)

## Franchise Guidance

The Franchise includes our professional guidance with the following:

- ✓ Location search
- ✓ Securing of necessary financing
- ✓ Offer to lease or purchase
- ✓ Lease negotiations
- ✓ Initial drawing and design
- ✓ Hiring an Engineer / Architect / Contractor
- ✓ Hiring, training and managing of staff
- ✓ Training prior to opening at our training store
- ✓ Training during opening and on going support
- ✓ Use of all Sunset Grill manuals, menus, etc.
- ✓ Right to use trademarks and trade names
- ✓ Volume discount through our approved suppliers
- ✓ Ongoing support from Head Office

Our build outs are turn-key, operations are fully standardized.

## Qualifications

Owner / Operator Required Qualifications

- ✓ Supervisory or managerial background an asset
- ✓ Ability to relate well with both customers and employees
- ✓ Must possess integrity, honesty, sincerity and tenacity
- ✓ Must be willing to follow a standard operation procedure and management system
- ✓ Must learn and understand the cooking process and kitchen operations

## Advertising/ Marketing

- ✓ Franchisees benefit from an established brand name (and integrity)
- ✓ We believe a “prime location” is our best advertising
- ✓ Brand advertising campaigns through online (social media, SEO) and traditional (print, TV)
- ✓ Reputation Management - online directory and review sites; social media
- ✓ We build a regular customer base through word of mouth and consistently impressing our guests
- ✓ We support local community events and causes
- ✓ We are consistently voted best breakfast restaurant - e.g. Toronto Sun Readers' Choice Awards
- ✓ Awarded for our franchise model and corporate social responsibility - Corporate Champion
- ✓ Awarded for Community Impact from the Canadian Cancer Society; 15-year milestone award for demonstrating dedication to Franchise Excellence through continued membership with the Canadian Franchise Association; Tops in Hospitality Award in recognition of the Greatest Percentage Increase - Restaurant Category awarded by Foodservice and Hospitality Magazine

## Mission Statement

We strive to be the best breakfast restaurant in town. We take pride in providing a warm, friendly and clean atmosphere for our customer's enjoyment and satisfaction. We serve only the highest quality fresh foods and use the healthiest cooking methods.

## Message from the CEO/Founder


Thank you for your interest in a Sunset Grill franchise. For over 30 years we have consistently improved, developed and tailored our operations into the successful concept it is today.

With a one shift operation, Sunset Grill allows you to live a lifestyle that you truly desire and deserve. There are numerous prime locations available, don't miss this great opportunity to own your very own Sunset Grill restaurant.

Let our proven concept help you build a successful future.

I look forward to working with you.

Sincerely,



Angelo Christou  
Chief Executive Officer

## Application Process

1. Return the completed Questionnaire (*page 6*) and Personal Finance Statement (*page 7*) to our Head Office either by:
  - mail
  - fax
  - email [info@sunsetgrill.ca](mailto:info@sunsetgrill.ca)
2. We will follow up and comment upon our review of your application.
3. Upon initial approval, a personal interview will be arranged with Sunset Grill Head Office.
4. Our franchise agreement and disclosure statements are presented to the Franchisee so they may do their due diligence for the required minimum period of 14 days. This is in accordance with franchise disclosure laws.
5. You will be required to visit a Small Business Loan Manager at a commercial bank to evaluate your financing needs.
6. The franchise fee (\$55,000 + HST) is paid upon signing and acceptance of the franchise agreement.
7. Our Sunset Grill approved realtor handles all correspondence with landlords. Prime locations are presented to the franchisee. Your location is finalized once the Franchisee and Franchisor mutually agree on a site.
8. The location is secured and the final lease for the premises is signed and executed.

# Franchisee Questionnaire

(all information will be kept strictly confidential)

This questionnaire does not obligate either party in any matter. (Please Print Clearly)

Date	<input type="text"/>	SIN #	<input type="text"/>
First Name	<input type="text"/>	Last Name	<input type="text"/>
Address	<input type="text"/>		
City	<input type="text"/>	Province	<input type="text"/>
Postal Code	<input type="text"/>		
Phone #	<input type="text"/>	Business #	<input type="text"/>
Cell #	<input type="text"/>		
Email	<input type="text"/>	Birth Date	<input type="text"/>
Status	<input type="radio"/> Single <input type="radio"/> Married <input type="radio"/> Other	Partners Spouse's Name	<input type="text"/>
Dependants	Name <input type="text"/>	Age	<input type="text"/>
	Name <input type="text"/>	Age	<input type="text"/>

## Location Preferences

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Are you willing to be a full-time Owner/Operator of the business?  Yes  No

Are you willing to learn all aspects of the business including the kitchen?  Yes  No

Will you have a partner?  Yes  No

What level of income do you expect/require from this business? \_\_\_\_\_

## Employment History

Name of Present Employer and Supervisor	<input type="text"/>		
Address	<input type="text"/>		
Phone #	<input type="text"/>	Date of Employment	<input type="text"/>
Position	<input type="text"/>	Present Salary	<input type="text"/>
Previous Employer and Supervisor	<input type="text"/>		
Address	<input type="text"/>		
Phone #	<input type="text"/>	Date of Employment	<input type="text"/>
Position	<input type="text"/>	Salary	<input type="text"/>

### For office use only

Reviewed      Notes: \_\_\_\_\_  
 Interview      \_\_\_\_\_  
 Disclosure      \_\_\_\_\_ Date: \_\_\_\_\_

## Personal Financial Statement

### Assets

Cash on Hand \_\_\_\_\_  
Securities \_\_\_\_\_  
Accounts and Loan Receivables \_\_\_\_\_  
Real Estate \_\_\_\_\_  
Other Assets (Itemized) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Total Assets** \_\_\_\_\_

### Liabilities

Mortgages: \_\_\_\_\_  
    Home \_\_\_\_\_  
    Real Estate \_\_\_\_\_  
    Other \_\_\_\_\_  
Loans \_\_\_\_\_  
Notes Payable \_\_\_\_\_  
Other Liabilities \_\_\_\_\_

**Total Liabilities** \_\_\_\_\_

Total Assets \$ \_\_\_\_\_  
Total Liabilities \$ \_\_\_\_\_  
Net Worth \$ \_\_\_\_\_

Please state which assets you would convert into cash to meet the encumbered requirement.

\_\_\_\_\_

How did you hear about us?  Internet Search  Industry Magazine  Visited One of Our Restaurants  Radio  
 Referral  TV  Other  Sunset Grill Website  Social Media (Facebook, Instagram, LinkedIn)

Please specify: \_\_\_\_\_

I hereby certify the above information to be complete and accurate. The applicant also grants permission to Sunset Grill Restaurants Ltd. to record and use personal information including the securing of the applicant's credit report and reference follow up.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please fax or email your completed questionnaire and personal financial statement to (905) 829-1142 or [info@sunsetgrill.ca](mailto:info@sunsetgrill.ca)