

"Chicken Sandwiches are the **top ordered** item in Canada."  
- SkiptheDishes, 2020 Year-in-Review Report

★★★★★  
"Fresh, **delicious** food, great staff and environment."  
- Elizabeth, Google Reviews

"You can tell there is a lot of time taken and **pride** put into their chicken."  
- Cory, Google Reviews



**Wicked  
Chicken  
& Bar**

"Chicken is among the **top 10 cuisines** ordered in Canada in 2022" - DoorDash, State of Online Ordering

"The **best** chicken in Ontario, period."  
- Clinton, Google Reviews

"Everything was killer. Music was A+, food and beer selection was good... **so friendly** and enjoyable."  
- Alen, Google Reviews

## LOOKING TO JOIN THE FLOCK?

**"Chicken Lovers"** doesn't quite cut it when describing who we are at the Coop. We'd probably arm wrestle The Terminator for the last piece of chicken. That warm and fuzzy feeling we get biting into some juicy poultry is how we want our guests feeling about every piece of their Coop experience.

The chicken category is heating up, but most places are one-offs or QSRs. A Coop restaurant is a one-of-one opportunity for franchisees: a unique and energetic full-service experience roasted in a fast casual environment, with proprietary preparation methods for high-quality wicked chicken that stacks up to the best of the best.





## WHO?

### WHO ARE YOU COOKING WITH?

As a Coop franchisee, you'll become part of the MTY Group family and be supported by strategic marketing, operational best practices, thorough training and more. As part of our "All In" Coop commitment, we value:

- Quality and innovation
- A culture of support and respect
- Clear and timely direction
- Well-established systems

## WHAT?

### WHAT KIND OF TLC DO WE PUT INTO OUR MENU?

- Fresh, never frozen, locally sourced chicken
- Brined, bathed in buttermilk and hand tossed in our Coop secret seasoning
- Masterfully prepared in two different ways: fried or seared
- Our juicy burgers are made from a premium 75/25 blend of beef chuck and smoky brisket

## WHERE?

### WHERE AND HOW WE ROOST:

The Coop is always looking to spread its wings, with our growth primarily focused in Ontario, but aiming to extend across Canada and beyond.

We don't like to be chickenholed, so we develop market-specific restaurant footprints anywhere from 2500-3500 sq. ft. for every Coop franchise.

## FRANCHISE COSTS

LOCATION SIZE	FRANCHISE FEE	FRANCHISE TERM	BUILDING INVESTMENT	FINANCIAL LIQUIDITY	ROYALTIES	ADVERTISING FEES
2500 sq.ft - 3500 sq.ft	\$25,000	10 years	\$675,000 - \$900,000	\$350,000 - \$500,000	Sliding scale up to 5% max	2% marketing fund, 1% local store marketing

## INTERESTED? HIT US UP!

### Kass Kassam

Vice President,  
Non-Traditional Franchise Development  
kkassam@mtygroup.com  
Mobile: 416-518-7098

### Ammar Georges

Vice President, Franchise Development, West  
Saskatchewan, Alberta, British Columbia  
ageorges@mtygroup.com  
Mobile: 403-471-3624