



CANADA'S ICONIC SUB **FRANCHISE** OPPORTUNITY

Take the first step towards joining the MR.SUB family and becoming part of a brand that has stood the test of time.



JOIN A TRUSTED CANADIAN BRAND WITH OVER 55 YEARS OF SUCCESS

LOOKING FOR A SUSTAINABLE FRANCHISE OPPORTUNITY?

MR.SUB, Canada's largest Canadian-owned sub franchise, is your gateway to joining a brand with over **200 locations** nationwide. With more than **55 years** of proven experience, a well-loved menu, and a commitment to quality, innovation, and community, MR.SUB offers a reliable, supportive foundation for your business journey.

WHAT YOU GAIN AS A MR.SUB FRANCHISEE ———— KEY BENEFITS OF PARTNERING WITH US ————

A PROVEN BUSINESS MODEL WITH STRONG SUPPORT

Start strong with expert guidance on site selection, lease negotiations, and a smooth, turnkey opening of your MR.SUB location. We'll be close to ensure you get off the ground smoothly.

SUPPORT FROM AN EXPERIENCED TEAM

Gain ongoing support from a team of knowledgeable operations experts and franchise specialists, always ready to provide advice and help you optimize your business. Franchise owners receive full training and operational support, covering all aspects of the business, from daily operations and food preparation to customer service and marketing strategies.

MARKETING AND ADVERTISING

Tap into local and national marketing campaigns, with tailored promotional campaigns designed to attract customers and boost sales at your specific location.





CULINARY INNOVATION

Stay ahead of trends with constant menu innovation, including hot subs, limited-time and seasonal offerings, vegetarian, wraps, salads options and high-quality ingredients that appeal to all tastes. Our menu adapts to consumer preferences, helping you meet evolving demands.

COMPREHENSIVE TRAINING

Access complete management and employee training, community-driven and charitable initiatives, and ongoing support to keep your store running smoothly.

COMMUNITY IMPACT

With deep-rooted connections within location communities, MR.SUB actively participates in charitable initiatives like supporting Second Harvest. This local and community focus strengthens the MR.SUB brand, making it a trusted choice for families, students, and professionals alike.

HEAR FROM OUR FRANCHISEES!

OVER 30% OF FRANCHISEES HAVE BEEN WITH MR.SUB FOR OVER 25 YEARS!

BEING A MR.SUB FRANCHISEE FOR TWELVE YEARS HAS BEEN AN INCREDIBLE JOURNEY OF GROWTH, ACHIEVEMENT, AND PRIDE.

MR.SUB has always gone above and beyond in supporting me as a franchisee, providing not only exceptional training resources but also ongoing guidance and encouragement. Over the years, I have experienced firsthand the dedication MR.SUB has to its franchise family. What truly sets MR.SUB apart is its commitment to quality and community. By continuously refining store operations and introducing new menu offerings to meet the tastes of a diverse customer base, MR.SUB ensures that franchisees like me have the tools to succeed. I am especially proud that my store has become an official training store—a significant milestone that reflects both my dedication and the trust MR.SUB places in its experienced owners.

- Hina Patel

HOW MUCH DOES IT COST TO OWN A MR.SUB FRANCHISE?

We offer a clear financial path to franchise ownership.

Let's discuss the financing options available to make your dream of franchise ownership a reality.

FEES & INVESTMENT
\$30,000 Franchise Fee
\$350K-\$400K Total Investment Range
35% OR \$140K Cash Requirements
6% OF GROSS SALES Royalty Fee
3% OF GROSS SALES Advertising Fee
10 YEARS (ALIGNS WITH THE LEASE) Term
BANK LOANS AVAILABLE UP TO \$350K BASED ON APPROVAL. Financing

Note: Costs may vary based on location, size, and landlord work.

VERY PLEASED WITH THE MR.SUB BRAND.

While I came into MR.SUB as a seasoned business operator, I was genuinely impressed by the comprehensive training and education provided through the brand's online university—an especially valuable resource for first-time business owners. Expectations are clearly communicated, and the support team is consistently responsive and helpful whenever I reach out. A special thank you to MR.SUB's Business Development Managers, for the ongoing support and insightful suggestions on strategies to increase both revenue and profitability.

- Raj Bhal

JOINING THE MR.SUB FAMILY HAS BEEN ONE OF THE MOST REWARDING DECISIONS OF MY ENTREPRENEURIAL JOURNEY.

The brand's strong legacy—rooted in quality, consistency, and customer satisfaction—has equipped me with the confidence and tools to thrive in a competitive market. What truly sets MR.SUB apart is the unwavering support from the corporate team. From training and marketing to operations and innovation, their dedication to franchisee success ensures we're never alone in navigating challenges or seizing new opportunities. Customers consistently appreciate the fresh ingredients, made-to-order subs, and the uniquely Canadian flavour that MR.SUB is known for. As a franchisee, it's incredibly fulfilling to witness that loyalty grow each day. I'm proud to represent a brand with such a rich history and an even brighter future.

- Chetnaben Patel

THE MR.SUB EXPERIENCE WHY CUSTOMERS LOVE MR.SUB?

MR.SUB isn't just another sub shop – it's a community staple, consistently delivering great food, exceptional customer service, and a warm atmosphere.

CLASSIC, FRESH SUBS:
Real ingredients, freshly prepared.

A DIVERSE, CUSTOMIZABLE MENU THAT DRIVES CUSTOMER LOYALTY:
Our wide menu offers endless combinations to suit every taste, making sure there's something for everyone.

A TRUSTED BRAND WITH LONGEVITY:
A genuine commitment to quality and consistent service, grounded in a brand with over five decades of tradition.



FOR MORE INFO, PLEASE CONTACT

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INDUSTRY INSIGHTS

A GROWING MARKET FOR SUB FRANCHISES

The sub sandwich industry is on the rise, and investing in MR.SUB places you at the heart of this thriving market. Here are three key statistics that highlight the potential:



\$28.4 BILLION

The estimated size of the North American sandwich market in 2024, with steady annual growth.

(Source: Business Research Insights, 2024)



5.4%

The average yearly growth rate of the quick-service restaurant (QSR) industry, indicating strong and consistent demand for sub franchises.

(Source: Technavio, 2024)



**60%
OF CONSUMERS**

Prefer fast-casual dining options, favoring fresh, customizable meals like those offered by MR.SUB.

(Source: Restaurant Business Online, 2024)

JOIN THE MR.SUB FRANCHISE FAMILY ON SOCIAL MEDIA!

Want to see what's happening behind the scenes at MR.SUB? Follow us on social media for insider updates, success stories, and all things fresh and tasty.

facebook.com/mrsub [@mrsubofficial](https://www.instagram.com/mrsubofficial) [@MRSUBOfficial](https://www.youtube.com/MRSUBOfficial) [MR.SUB Official](https://www.linkedin.com/company/MR.SUB%20Official)

READY TO JOIN THE MR.SUB FAMILY?

If you are ready to invest in a trusted, well-established Canadian brand with a rich history and an exciting future, we would love to speak with you. Let's explore how MR.SUB can be the right fit for your entrepreneurial journey!

FOR FURTHER INFORMATION, PLEASE CONTACT:

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