

EST 2005

SOUTH STREET BURGER

CRAFT YOUR CRAVE

FRANCHISE BROCHURE

ABOUT MTY GROUP

ONE OF CANADA'S LARGEST
RESTAURANT FRANCHISORS

OVER **7,000** LOCATIONS WORLDWIDE.

PUBLICLY TRADED ON THE TORONTO STOCK EXCHANGE (TSX:MTY).

EST 2005

**SOUTH
STREET
BURGER**



CONTACT

KAAN YILMAZ
SENIOR DIRECTOR,
FRANCHISE DEVELOPMENT
CENTRAL CANADA

📍 2 East Beaver Creek Road,
Building One
Richmond Hill, Ontario
416-560-2633
✉️ kaany@mtygroup.com

TAYLOR LILEIKIS
SENIOR MANAGER,
FRANCHISE DEVELOPMENT

📍 Corner Court #3, Suite 170,
6223 2nd Street SE
Calgary, Alberta
403-970-8568
✉️ taylor.lileikis@mtygroup.com

ESTABLISHED IN **2005**
LAUNCHED IN TORONTO
PROUDLY CANADIAN

FRANCHISEE SUPPORT

Our franchisees enjoy direct access to our head office team, along with the extensive network of agency and supplier partnerships we've cultivated.

- Comprehensive hands-on training before opening, with ongoing support after launch
- National and local marketing programs to drive traffic and sales
- Exclusive, diverse menu offerings paired with distinctive beverage selections
- Streamlined, focused menu design crafted to maximize cheque size and encourage upselling

TRAINING

Franchisees will receive **1 week** of training at the renowned MTY University, followed by **4 weeks** at one of our established stores, and an additional **2-3 weeks** of on-site training at your location. Our expert trainers always remain available to support you in improving efficiency and reviewing procedures with your staff.

LOCATION & SITE CRITERIA

Street Location Size: **1,300 - 1,500 sq. ft.**

Food Court Size: **400 - 500 sq. ft.**

Preferred Locations: High-traffic streets, retail & residential zones.

INVESTMENT & FEES



TOTAL INVESTMENT	\$450,000 - \$650,000*
CAPITAL REQUIRED	\$140,000 - \$190,000 CASH
FRANCHISE FEE	\$40,000
ROYALTY PAYMENT	6% OF GROSS SALES
ADVERTISING FEE	3% OF GROSS SALES
TERM OF AGREEMENT	10 YEARS

*Varies by Location, Size, and Site Conditions.

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YEARS OF
DELIGHTING
CUSTOMERS

WHAT MAKES SOUTH STREET BURGER UNIQUE?

Total Customization and Premium Quality
Committed to ongoing innovation in both
product and service delivery.



BURGERS & FRIES
ARE TOP FOOD
CHOICES OUTSIDE THE
HOME IN CANADA



“

South Street Burger offers a fully customizable Burger experience using 100% fresh, never frozen Canadian beef, house-made sauces, and 30+ toppings To choose from – empowering guests to craft a Burger that reflects their personal taste, all in a vibrant, family-friendly setting.

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