

ABOUT MTY GROUP

ONE OF CANADA'S LARGEST
RESTAURANT FRANCHISORS

OVER **7,000** LOCATIONS WORLDWIDE.
PUBLICLY TRADED ON THE TORONTO STOCK EXCHANGE (TSX:MTY).



CONTACT

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FRANCHISE BROCHURE



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 SMASH 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



“

Smash 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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