

A photograph of three people (two women and one man) sitting at a wooden table in a restaurant setting. They are smiling and holding glasses of beer. In the foreground, there are three bowls of food, a tray of fried fish and fries, and a tray of skewers. A bottle of hot sauce is visible on the left. The background shows a blue wall with a fish-shaped light fixture.

Joey's
FISH SHACK

STREETS

Dual Business Ownership Kit



SEA THE DIFFERENCE GLOBALLY INSPIRED FOOD CAN MAKE.

We have been franchising restaurants in Canada since 1992 and have grown into one of the country's most reliable restaurant franchisors.

Our food is inspired from the streets, blending flavours and delivering them in surprisingly delicious ways. We do this by using only high-quality ingredients to provide excellence at all times.

We also care about the environment. We use sustainably sourced seafood and eco-friendly take-out packaging because we believe that doing good tastes better - we'll prove it to you with every visit.



FAST CASUAL QSR'S ARE GROWING

- Market size of QSRs and full service restaurants in North America was **\$675bn** in 2023, surpassing 2019 numbers
- Market size of Fast Food Restaurant Industry in North America is expected to grow by **4%** in 2023
- The Fast Casual Restaurant Market is expected to grow by **\$28.8bn** between 2021 and 2025

WE'RE GROWING FAST!

JOEY'S FISH SHACK

1.25m in yearly sales on average with dual Joeys
Fish Shack & strEATS locations

1 new locations in **2023**

10 projected locations in **2024**

STREATS

18% brand sales growth in 2023

4 new locations in **2023**

8 projected locations in **2024**

OUR GROUP

Joey's Franchising Group operates loved and recognized brands like Joey's Seafood Restaurants, strEATS, and Joey's Fish Shack & more for well over 38 years.

Furthermore, Joey's Franchising Group has great buying power, which provides lower food costs for our franchise partners.

We believe the next generation does not want to sit inside a typical QSR store, they want to go to their local spot that feels personable, which is why **it's our goal to create franchises that curate & offer a sense of belonging.**

200+ Years of Restaurant Experience
38+ Years in Business



ADVANTAGES OF DUAL

- **Less Staff** - Our dual concept requires fewer employees because of our unique operations, menu, and facility design, meaning more cost savings.
- **Lower Franchise Fees** - Considerably less than many other concepts, especially with two brands.
- **Good Locations** - We fill a market niche with little competition and provide developers & landlords with an exciting option compared to "ordinary" concepts in the market today. We also handle all negotiations and real estate hunt for you.
- **Unique** - Mid priced, high quality neighbourhoods, fast and casual with few competitors nationally.
- **Longevity** - Because we've been around for over 38 years, there is a proven history and this provides less risk to you.

THE NUMBERS

- Average location size: **2000 sq/ft**
- Average staff needed: **8 - 12**
- Average food cost*: **26%**
- Average crew labour*: **21%**
- Top performing strEATS locations hit **\$950,000** and Joey's Fish Shack hit **\$1,000,000** in revenue.

Rent * Based on average location across Canada. Base rent only.

Sales * Based on markets with over 30k population with location in operation over 12 months.

Food Cost * Based on ideal recipe costs on product cost analysis breakdown.

Crew Labor * Based on latest submitted profit and loss statements from top performing locations.

OUR CUSTOMERS

FAMILIES

Primary Target For Locations

AVG. HOUSEHOLD INCOME

\$141,436

AVG. HOUSEHOLD NET WORTH

\$572,677

RESIDENCY

Own

EDUCATION

College/ High School

OCCUPATION

Mixed

FAMILY LIFE

Mixed

FRIENDS & ROOMIES

Secondary Target For Locations

AVG. HOUSEHOLD INCOME

\$68,137

AVG. HOUSEHOLD NET WORTH

\$185,813

RESIDENCY

Rent

EDUCATION

University / High School

OCCUPATION

Service Sector / White Collar

FAMILY LIFE

Younger Singles & Couples

OWNERSHIP QUALIFICATIONS

We love working with passionate and driven partners. Below are things we think are important to be able to be a successful business partner:

When awarding franchises, we look for the following key attributes:

- A positive and ongoing attitude
- Good business acumen and business financial knowledge
- Strong problem-solving skills and the ability to see projects to completion
- Well-rounded people leadership and communication abilities
- Hands-on ownership is preferred, but an operating partner should hold a minimum of 20% interest in the business if the majority owner is not a day-to-day operator
- Food-service experience is a plus, but not a prerequisite
- Strong love for working with people

INVESTMENT

Initial Franchise Fee	\$45,000 to \$45,000
Opening Promotion Fee	\$5,000 to \$5,000
Signage	\$12,000 to \$21,000
Lease Deposit	\$10,000 to \$15,000
Permits, Drawings and Deposits	\$11,500 to \$25,000
Leasehold Improvements & Fixtures	\$190,000 to \$275,000
Furniture, Equipment & Smallwares	\$140,000 to \$200,000
Opening Inventory	\$10,000 to \$15,000
Business Licences & Permits	\$250 to \$2,500
Training & Pre-Opening	\$10,000 to \$10,000
Third Party Contracts	\$300 to \$400
Expenses During Training	\$3,000 to \$5,000
Professional Fees (Legal & Accounting)	\$5,000 to \$10,000
Total Estimated Cost*	\$442,050 to \$628,900

Fees

Monthly Royalty Fee From Sales	5%
Advertising Fee	3%

*Unless expressly stated to the contrary, none of the costs comprising the Estimate are refundable. The Estimate has been prepared on the basis of the square footage noted. Changes in the size of the Location will impact development costs. The estimated cost of leasehold improvements and fixtures assumes a leasehold improvement allowance equal to \$20.00 per sq/ft which has been subtracted in the cost of the Leasehold improvements. In the event that the landlord declines to provide an allowance, or provides a lesser allowance, Franchisee's cost of developing the Location will increase commensurately.

Leaseholds and Fixtures includes Construction Management Fee. The Estimate does not account for any upgrades/options in respect of the equipment, leased equipment (signage, dishwasher, communications equipment), or incidental costs incurred at the option of the Franchisee. All amounts listed above are exclusive of GST, PST, and HST, where applicable. PST or HST (depending on the province) is payable on most of the above costs, and GST or HST (again, depending on the province) is generally payable on all of the above costs, but may be recoverable by Franchisee. The Estimate is based, in large part, on Franchisor's historical experience in developing Joey's restaurants. Franchisee's actual costs of establishment may vary from the Estimate, based on construction rates in the Franchisee's region, the present-day economy, and other factors beyond the Franchisor's control.

OWNERSHIP PROCESS

Step 1

Send us an inquiry of interest to own a Dual Joey's Fish Shack and strEATS to Doc Cassama at doc@joeys.ca or (403) 874-2215

Step 2

Must have a net worth of at least \$400,000, as well as 40% of the total costs to open in unencumbered funds

Step 3

Awarded your Franchise Agreement

Step 4

Approve pre-selected location from Joey's / strEATS team

Step 5

Agree to lease conditions negotiated by the Joey's Fish Shack / strEATS team

Step 6

Sign off on restaurant plans (the layout, architectural drawings, etc.)

Step 7

Attend a Five-week training program

Step 8

Hire staff & open after marketing push

Step 9

Operate day-to-day, follow policies and procedures of the restaurant

WE MAKE LIFE EASY!

We know the process of store ownership can be tedious and tough, which is why we aim to make the process as easy as possible!

Our prospective Franchisee have little to no work during build outs, other than to simply sign off, get the keys, and start selling!

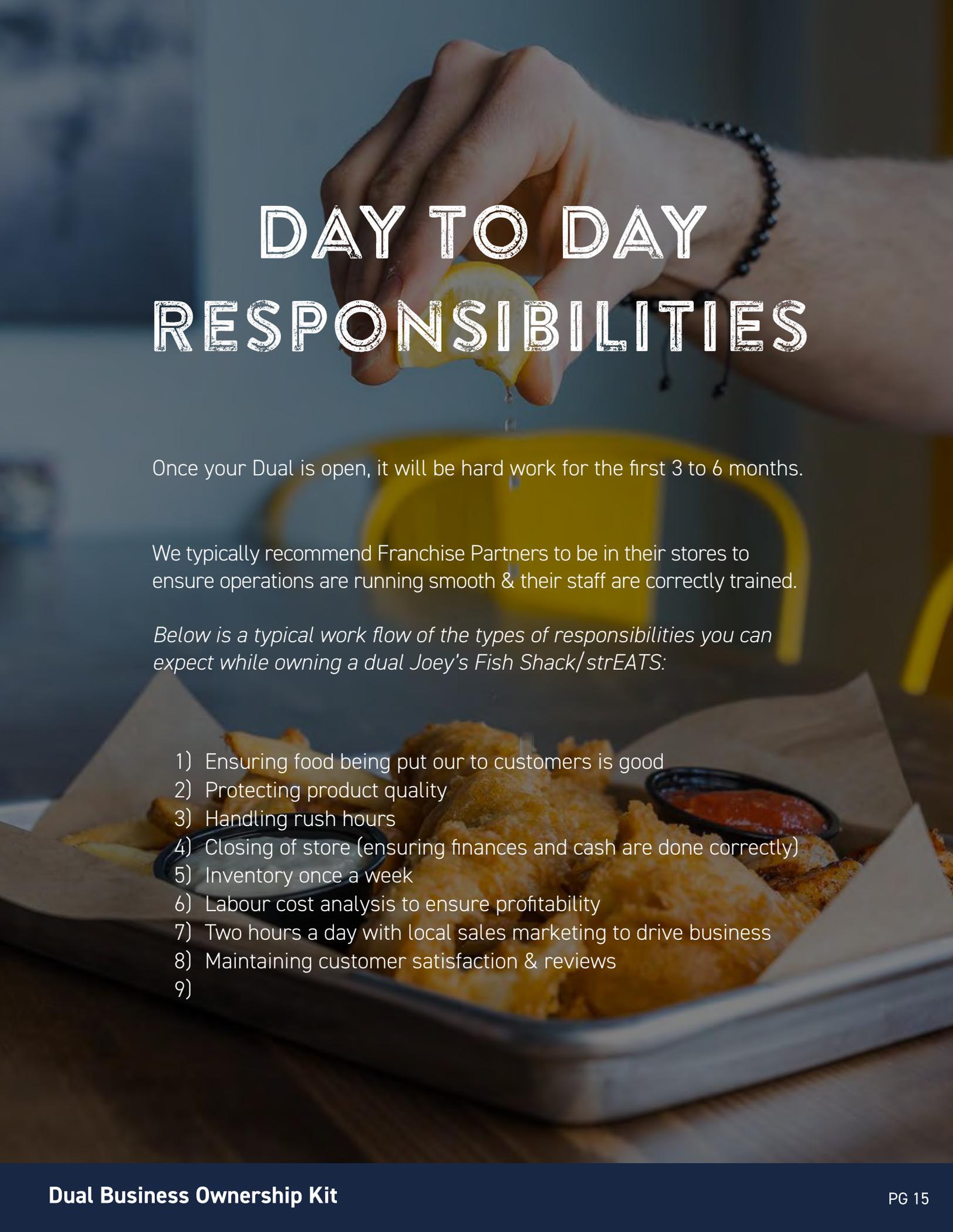
Below are things we handle during the building process:

- Pulling permits
- Architectural drawings
- Finding advantageous locations
- Negotiating lease
- Offer to lease
- Handling quotes from General Contractors
- Interacting & management of General Contractors
- Check ups on the store throughout construction
- Ordering of equipment
- Training for staff & Franchisee

OUR FOUR WEEK TRAINING PROGRAM

In order to get you ready for ownership, before your Joey's Fish Shack franchise is ready to open - we provide you with a four week training program that gets you fully ready for the following:

- 1) Day to Day Operations
- 2) Back End Managerial
- 3) Labour Cost Analysis
- 4) Fixed Expenses
- 5) Budgets
- 6) Projections
- 7) Cash Procedures
- 8) Accounting
- 9) Scheduling
- 10) Hiring, Interviews
- 11) How To Cook
- 12) Food Sanitation
- 13) Food Ordering
- 14) Stock Management
- 15) People Management
- 16) Customer Experience
- 17) Recipes
- 18) Marketing



DAY TO DAY RESPONSIBILITIES

Once your Dual is open, it will be hard work for the first 3 to 6 months.

We typically recommend Franchise Partners to be in their stores to ensure operations are running smooth & their staff are correctly trained.

Below is a typical work flow of the types of responsibilities you can expect while owning a dual Joey's Fish Shack/strEATS:

- 1) Ensuring food being put out to customers is good
- 2) Protecting product quality
- 3) Handling rush hours
- 4) Closing of store (ensuring finances and cash are done correctly)
- 5) Inventory once a week
- 6) Labour cost analysis to ensure profitability
- 7) Two hours a day with local sales marketing to drive business
- 8) Maintaining customer satisfaction & reviews
- 9)

OPERATIONS & SUPPLY

We have a centralized purchasing & distribution system to ensure the highest level of quality & lowest price possible for our Franchise Partners.

- 1) A full time buyer on our staff whom negotiates volume contracts with vendors all across the world.
- 2) Cost analysis on costing of items & sourcing items
- 3) Handling of vendor relations for preferred rates.

We estimate we pay 20% less than an independent on food cost!





OCEAN SUSTAINABILITY PROJECT

OCEAN SUSTAINABILITY AT OUR VERY CORE

We care a lot about the long term survival of our oceans, so we have deemed it important to follow the recommendations of the world's authority on Ocean Sustainability.

We pride ourselves in sourcing only the highest quality fish for our seafood. Our fish comes from an Alaska fishery certified to withstand overfishing.

It is a well-managed fishery with a long history of exceptional attention to sustainable practices -- caught in a way that limits bycatch or any damage to marine environments such as coral reefs!

CUSTOMER REVIEWS

Stephane Gauvreau (Local Guide)

66
Saw an article on this new version and location of Joey's seafood. There is parking a couple doors down. The sign outside allows it to blend in with the neighbourhood, but does it no justice inside. Place is way bigger than it looked in the pictures. This allowed for comfortable distancing. Service was great. Drink menu may be limited, but it isn't meant to be a bar and there was plenty to pick from. The craft Eighty Eight beer was good. Coconut shrimp were delicious as was all the food. The two piece fish special was delicious. Kids menu had a good selection as well. It was a bummer to see it so empty when we got there, but it filled up and there was a steady stream of Skip drivers. Worth giving this a try! We will be back."

HEAR IT FROM OUR PARTNERS

Robyn and Mauricio, Medicine Hat Owners



What sets Joey's Fish Shack and strEATS apart is their dedication and commitment. They give us a viable opportunity to live our dreams.

It's a place that employees can come and work and be trained and learn values that can impact both their day-to-day, and maybe impact the rest of their lives.

They build turnkey opportunities based on their growing successes in the business. They roll their positive attitude forward and kindly remind us the reason we (franchisees) need to do things a certain way is because they've done it the other way and have learned from it.

They have an incredible home office staff that's here to support you in every aspect of the business, everything from your initial site selection to build out process to opening to pre-marketing to grand openings. They provide access to training videos and content online that we can retrain our employees with."

FAQ

How much non-borrowed capital must I have initially?

We recommend you have at least 40% of the opening cost in liquid assets to apply toward the purchase of the franchise package. The balance of the franchise package cost can usually be financed through various lending programs of any chartered bank, subject to fulfillment of their usual credit requirements.

Can I be an absentee owner?

Yes but it is desirable that the day-to-day manager hold a 20% or greater interest in the franchise.

Is prior experience necessary?

No, specific restaurant experience is not needed. Joey's Fish Shack, looks for individuals with an understanding of general business principles, a satisfactory financial rating, and the ability to invest in and support a restaurant.

Must I lease directly from a landlord or may I build my own building?

You may do either of these provided the site plan and building have been approved by Joey's Fish Shack / strEATS

Will I need a lawyer?

We strongly recommend that you receive legal counselling to completely understand your obligations to owning a business.

May I purchase some of my equipment products from suppliers other than Joey's preferred suppliers?

Yes, but these suppliers must first have the approval of Joey's Fish Shack / strEATS.

FAQ

In addition to the initial franchise fee, what ongoing payments am I required to make during the term of the Franchise Agreement?

You are required to make the following payments on an ongoing basis during the term of the Franchise Agreement:

- a) A weekly royalty fee of 5% of food sales.
- b) A weekly advertising fee of 3% of food sales.

What happens after I am approved as a Joey's Fish Shack / strEATS Franchisee?

When an application is approved for a dual franchise, the applicant obtains an available territory and the Franchise Agreement is signed for that territory. Upon approval of the location and building plans, the construction will begin. Equipment purchasing, license agreements and other finishing details will be ongoing during the five-week training program. The last step will be on-site training of your personnel with our qualified support team.

How do I further pursue a Dual branded Restaurant Franchise?

Please complete the confidential questionnaire and return it to Joey's Only Franchising Ltd.

We will review your questionnaire and promptly call you to discuss whether you should continue to pursue a Dual branded Restaurant Franchise.

DISCLAIMER

Joey's Fish Shack and strEATS is a franchise system owned and operated by Joey's Franchise Group, which also operates:

Joey's Seafood Restaurants

For more information about Joey's Fish Shack and strEATS or any of our other franchise concepts, please contact:

Doc Cassama

P: (403) 874-2215

E: doc@joeys.ca

Joey's Franchise Group

c/o Joey's Only Franchising Ltd.

3048 9th Street SE

Calgary, AB

P: 1-800-661-2123

joeysfranchisegroup.ca

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HERE!

STREETS
HELLOING K...



BAKE YOUR
GREAT AGES

