Why Joey’s Urban

The Concept
It is a business system, developed so that whether you have previous restaurant experience or business knowledge, you will succeed. Joey’s provides the toolkit and support needed for that success, all you need is the PASSION!

Store Design & Construction
Our team develops your location into a beautiful, efficiently designed, contemporary space. We involve you in every step of design and construction ensuring you are on board with all of the elements and costs.

Training
You will be trained completely, from preparing our Casual Fresh favorites to analyzing your inventory and financials.

Marketing / Advertising
Highly experienced executive and marketing team is always available to support you.

Ongoing Support
Our Team of Operations consultants is available to you in every aspect of your business from the day you sign on.

Vertical Integration
We have vertically integrated our purchasing division and our Printing company, along with other key performance items, into our system ensuring the best quality and price.

Synergy
We believe in the word ‘Partner’, especially with you! It is our philosophy that our Partners are the reason we do what we do and their continued improvement is our priority.

Products That ‘Trend’ The Test Of Time
Our World Famous Fish & Chips and our globally inspired Tacos and Poutines are culturally iconic, trend setting and stand the test of time.
The Concept

Joey’s Urban is a fun and exciting restaurant concept focused on quality, speed and flavour. We believe that focusing our franchise partners on their guests and on their service is integral to their success. It is the franchisor’s job to ensure that the menu and systems are in place at Joey’s Urban to make the operations of the restaurant as simple as possible.

Joey’s Urban has a contemporary interior with vibrant colours and a comfortable feel. Our signature Red is used throughout the space along with innovative floorings, cool fabrics, LCD TVs for menu boards and entertainment as well as stone feature walls. All of which combine for a hip, urban atmosphere that has guests returning time and time again.

The Experience

At Joey’s Urban, we believe in getting REAL about our quality ingredients and the perceived value our guests see with us. We’re about REAL food, served fast with the highest quality ingredients. And don’t forget our great service!

Joey’s Urban has a ‘Live’ kitchen, completely open to our guests, to accentuate the freshness of our products and to give our guests a show with every visit. Guests commonly stand at the kitchen pass to watch their meals being prepared and chat with staff about daily events. It’s about building relationships!
The Menu

The menu has been specifically developed to invigorate the palate, excite our guests and control our franchise ‘partners’ food costs. It is efficient and streamlined to allow our franchise partners to concentrate on the operations and marketing of their business.

The Joey’s Urban Menu is comprised of culturally iconic menu categories that are popular and continue to stand the test of time, including:

- Fish & Chips
- Gourmet Poutines
- Globally Inspired Tacos

The basis of the menu starts with the Chip, the Fry, the Pommes Frite! A natural match to our traditional British Style Fish &, ummm….Chips, as well as our Gourmet Poutines, and then why not tag that Famous Fish in on our award winning Fish Taco!

Our professional Chef incorporates our quality ingredients within the categories to create inspired varieties of these dishes and cross integrates those ingredients to achieve well below industry standards on food cost.
Industry Overview

Fast casual restaurant - Wikipedia, the free encyclopedia

A fast casual restaurant is a type of restaurant that does not offer full table service, but promises a higher quality of food with fewer frozen or processed ingredients than a fast food restaurant.

Joey’s Urban is categorized as a “Fast-Casual” restaurant, but we like to define it as “FRESH-CASUAL.” Our open kitchen shows that our food is made fresh and our environment is a casual-contemporary space allowing our guests to feel comfortable yet engaged. Creating the feeling that they are at home surrounding their kitchen island with friends.

** Fast Casual is Growing... **

“Fast-Casual grew nearly 14% in 2013, compared to fast foods (QSR) roughly 4.5% growth” and continues to outpace Fast Food year after year.

[Franchisehelp.com, franchise industry report](#)

** Labour **

The latest industry data shows an average restaurant chain labour rate of 33.7% in 2014

Urban achieved a labour rate through 2016 for crew labour of 23% even with minimum wage increases**

Urban is achieving a total of 30.7% with management salaries included**

** Cost of Goods - Food **

- Costs of goods has been relatively consistent in Canada over recent years at an average of 35.71%*
- Joey’s Urban average food cost for 2015 was less than 30%**

** 2015 Calendar Year, Joey’s Urban corporate location

Robert Carter
Executive Director of the NPD Group
(a food service market research group)

“Fast casuals are in an excellent position for growth in canada, some of which will come from QSR customers ‘trading up’ their dining experiences and Full Service customers ‘trading down’ their average cheque totals.”

“These restaurants offer the quality of casual dining combined with the speed of fast food and have the prices to match this middle ground. As the fastest growing segment of the restaurant industry, consumers seem quite willing to pay for quality”

[Franchisehelp.com, franchise industry report](#)
Investment

Your initial investment, as outlined below, is contributed to the leasehold improvements required to build out your store, as well as equipment, marketing, franchise fees, deposits, small-wares (cooking utensils), legal costs, labour costs, signage, inventory and various other costs. Joey’s Urban has a weekly royalty structure paid on the Monday of each week. The Royalty Fee is 5% on gross sales while the Advertising Fee is 3% of gross sales. Gross sales are calculated as all Food/Beverage sales, less coupons and discounts, so you only pay royalties on what you actually receive in sales.

Projected Opening Costs

Joey’s Urban, based on 1200-1500 square feet with an average Tenant Improvement Allowance of $20.00 per square foot;

| Initial Franchise Fee | $25,000   | $25,000 |
| Opening Advertising & Signage | $13,000 | - | $20,000 |
| Leasehold Improvements and Fixtures | $135,000 | - | $175,000 |
| Furniture, Equipment and Small wares | $115,000 | - | $139,000 |
| Opening Inventory | $8,250 | - | $11,500 |
| Training and Pre-Opening | $3,500 | - | $4,800 |
| Deposits, Permits and Drawings | $11,500 | - | $19,000 |
| **Estimated Total investment*** | **$311,250** | - | **$394,300** |

*These are estimated costs only and do not include GST and or PST. Joey’s Only Franchising Ltd. cannot guarantee the exact costs of opening each individual restaurant. The estimated Leasehold Improvements and Fixtures section already has the estimated $20 allowance removed from this figure. Estimates are compiled using previous Joey’s opening calculations. Your store will vary based on construction rates in the region, the present-day economy and various other factors beyond Joey’s Only Franchising Ltd’s control.

Capital Requirements

A potential Franchise Partners must have a net worth of at least $350,000. They must also meet their preferred financial institution’s financial qualifications in order to receive financing for the restaurant. Partners are encouraged to have at least 40% of the total costs to open in unencumbered capital and retain at least 10% of that for operating capital once they are open. Your financial institution may require a higher investment level in order to finance a project.

Capital Sources

There are a variety of ways to help fund the restaurant;

- Personal Cash
- Private Equity Investors/Partners
- Loans (family, banks, BDC, Gov’t or 3rd Parties)
- Home Equity (re-mortgage, Line of Credit)
Store Design / Construction

Help From The Ground Up

Joey's Urban offers a partial-turnkey concept so that all you have to worry about is administering funds and hiring staff. Once your franchise application is approved, Joey's Urban will assist with your site selection, prepare your initial Offer to Lease(s) and help negotiate your lease. Joey's Urban always recommends that you consult legal counsel with regards to your Franchise Agreement and Lease. Although our information kits outlines our Traditional location model, Joey's is also is available to convert an existing restaurant as well as options for untraditional models, such as; food courts, hotels/motels, food trucks, and various vendor opportunities.

Once a site is secured, Joey's Urban will complete an initial floor plan for your review based on our standard layout. Joey's Urban will then have Architectural, Mechanical and Electrical drawings completed by our preferred professionals for submission to our preferred contractors for quoting. Once a contractor is secured by the franchisor on your behalf, the contractor then submits for building permit. Joey's Urban will then oversee all aspects of your buildout, equipment purchases and marketing initiatives for your opening.

Urban University

Joey’s Training Program

We believe training is the most important investment of time that a new Franchise Partner can make. Our three-week training program takes you through every aspect of restaurant management at an established corporate restaurant. Training includes;

- food preparation
- purchasing
- inventories
- human capital management
- local store marketing
- service and operational systems
- facilities & equipment management
- financial management

Taught by seasoned experts, your training features hands-on practical sessions. Our classroom sessions complement your “on the job” training and you will receive accounting, marketing, and operations materials that will provide you and Operations Consultant with documentation to have close at hand in your restaurant.

A Joey’s opening specialist along with an Operations Consultant will be on-site for at least one week when you open to ensure a smooth opening of your new franchise.
Operational Support ————

Ongoing Support

Operations Consultants are also available for ongoing support throughout your tenure with us. Their expert operational skills in running a Joey’s will assist you in your continued education in how to operate an efficient outlet.

Joey’s will be with you every step of the way working with you to make sure your franchise is a success. From the hands-on training to regular visits from your Operations Consultant; positive interaction between Joey’s and its franchises allows our Franchise Partners to run their restaurants with confidence. To keep our Franchise Partners up to date; memos, marketing and training materials are posted to our internal intranet web site and regional meetings are held biannually.

OUR PROMISE

Joey’s Franchise Group operates under a culture unlike any other franchise system. We base our system on the lifestyle and profit potential of our Franchise Partners. Our Franchise Partners are the reason for our success, they are our Number One priority and we operate our system in a way that encourages their success.

We operate our business everyday with Passion, a sense of Urgency and Excellence in service.

Marketing Support

Marketing Program

Joey’s Marketing Department provides the type of support that exceeds the expectations of today’s educated franchise partner. Focused on customer acquisition and engagement, our franchise partners receive detailed and on-going training from an accomplished team of restaurant marketers.

Compelling national marketing campaigns are supported with traditional and cutting-edge social media. Our partners have the ability to personally connect to their communities with email, text and receive regular Local Store Marketing (LSM) coaching. A keen understanding of these local business building opportunities keeps advertising costs low and loyalty high.
Partner Qualifications

Our Franchise Development Team works very hard to find the ‘right’ franchise partners to award a franchise to. It is a privilege given only to those who exemplify the following attributes:

- a positive and outgoing attitude
- Business Acumen;
  - understanding of business math
  - leadership skills
  - strong analytical skills and problem solving skills
  - strong communication skills
- Preferred experience with Microsoft software and PC operations.
- Hands-on ownership is preferred; however day to day unit management is not a requirement, although it is desirable that the day to day manager holds a 20% or greater interest in the franchise business.
- Foodservice experience is a plus, but not a prerequisite.
Available Territories

**Alberta**
- Calgary
- Edmonton
- Ft. McMurray
- Cold Lake
- Lloydminster
- Okotoks

**British Columbia**
- Greater Kelowna
- Greater Vancouver
- Prince Rupert
- Quesnel
- Vancouver Island

**Maritime Provinces**
- PEI
- Nova Scotia
- New Brunswick
- Newfoundland

**Ontario**
- Greater Toronto
- Niagara
- Pickering
- Ajax
- Whitby
- Oshawa
- Bowmanville
- Cobourg
- Trenton
- Belleville
- Aurora
- New Market
- Barry
- Orangeville
- Guelph
- Milton
- Oakville
- Cambridge
- Burlington
- Hamilton
- Stoney Creek
- Sarnia
- Sudbury
- Witchurch-Stouffville

**Saskatchewan**
- Prince Albert
- Yorkton

**Manitoba**
- Winnipeg
- Steinbach
- Selkirk
FAQ’s

1. How much money do I need to complete a restaurant?
   Typically, you will require approximately $140,000 in unencumbered cash and have a Net Worth in the range of $350k - $400k. However, your banking institution may require more or less depending on your credit history and financial strength.

2. How much are the royalties?
   Royalties are 5% of food and beverage revenue, less discounts. The advertising fee is 3%.

3. How much can I expect to make operating a Joey’s Urban?
   Profitability is dependent on your overall ability to manage and food and labour costs, the location and traffic patterns, market trends and the effects of the local economy, as well as many other items outside the franchisors control.

4. Does Joey’s provide financing?
   The franchisor does not provide financing. We can indicate sources that have provided assistance in the past, such as; Government secured Small Business Loans through major lenders, third party lenders etc…. Typically, the best source for financing is through the same institution that holds your current accounts and/or mortgage.

5. How long before I am ready to open the restaurant?
   Depending on the real estate process, a typical Urban is open within 6 - 8 months from the application process.

6. What kind of training can I expect?
   The initial training includes technical and theory training. The course starts with 3 weeks at our corporate office and corporate training store in Calgary, AB and concludes with a week during your opening with 1 training specialist and an Operations Consultant.

7. What can I expect from my marketing contribution?
   The Joeys marketing team works with our partner’s right from day one on their grand opening plan through to Local Store Marketing. They work diligently to provide a service and brand that our Partners can be proud of.
Joey’s Urban, is a franchise system owned and operated by Joey’s Franchise Group, which also operates:

- Joey’s Seafood Restaurants
- Homes & Land Magazine Canada

For more information about Joey’s Urban or any other of our Franchise concepts:

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