



CHEF'S DOOR
PREMIUM SHAWARMA

FRANCHISE INFORMATION PACKAGE





THE RECIPE FOR YOUR SUCCESS STARTS HERE.

At Chef's Door, we blend the magic of authentic Egyptian flavours with a winning business model. Our franchise offers fresh, exciting menu offerings and efficient operating systems.

With thorough training, ongoing support, and growing brand awareness, we provide a compelling opportunity for today's entrepreneur.

Open the door to your future with Chef's Door.

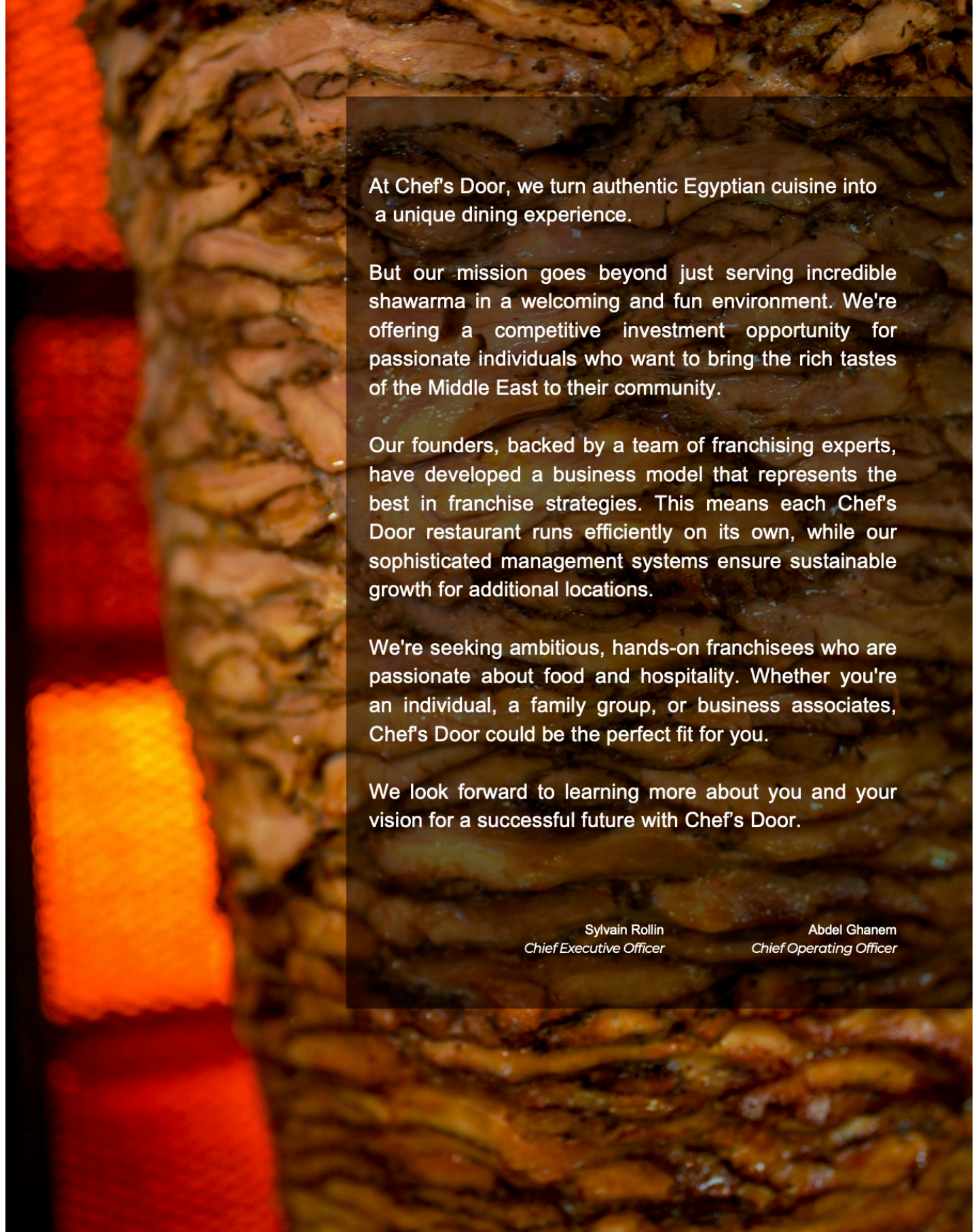
WELCOME TO CHEF'S DOOR

Home of the world-famous "Egyptian Magician"!

Chef Abdel Ghanem had a dream to bring his secret family recipes that have lived in his family for generations to mainstream Canadian culture. Over fifteen years ago, he opened his first Chef's Door location in a small bedroom community in Southern Ontario, Canada.

With the support of his family and the local community, Chef's Door grew in popularity and welcomed guests from all over Canada who had heard about his restaurant. What happened next was something even the Chef himself didn't expect-he became a viral internet sensation, attracting the attention of people world-wide who had fallen in love with his engaging and highly entertaining videos featuring Chef's Door.

From this success, more restaurants opened and a franchise opportunity was born.



At Chef's Door, we turn authentic Egyptian cuisine into a unique dining experience.

But our mission goes beyond just serving incredible shawarma in a welcoming and fun environment. We're offering a competitive investment opportunity for passionate individuals who want to bring the rich tastes of the Middle East to their community.

Our founders, backed by a team of franchising experts, have developed a business model that represents the best in franchise strategies. This means each Chef's Door restaurant runs efficiently on its own, while our sophisticated management systems ensure sustainable growth for additional locations.

We're seeking ambitious, hands-on franchisees who are passionate about food and hospitality. Whether you're an individual, a family group, or business associates, Chef's Door could be the perfect fit for you.

We look forward to learning more about you and your vision for a successful future with Chef's Door.

Sylvain Rollin
Chief Executive Officer

Abdel Ghanem
Chief Operating Officer

THE HISTORY OF CHEF'S DOOR

Originally from Egypt, Chef Abdel holds a master's degree in Agriculture from Suez Canal University and graduated at the top of his class at the Chef Academy at the Institute of Tourism Studies in Malta. Having travelled extensively throughout the Middle East and around the world, Chef Abdel successfully established a series of restaurants from the Pyramids of Giza to the islands of the Mediterranean before emigrating to Canada in 2001. His dedication to unwavering quality has made all of his restaurants an unqualified success. Chef Abdel prides himself with never cutting corners when it comes to his unique menu. His home-made marinades, sauces and dressings set Chef's Door apart from all other shawarma and Middle Eastern restaurants with inspired menu choices that customers not only love but continue to visit time and time again.

After establishing the first Chef's Door location in 2008, Chef Abdel's passion and dedication led to the success of two additional locations. It was then that he met Sylvain Rollin, a senior executive from the IT world and a longtime fan of Chef's Door cuisine. In 2018, with a shared vision and a love for authentic Egyptian flavours, Abdel and Sylvain decided to join forces. Together, they embarked on an exciting journey to franchise and expand Chef's Door, bringing the magic of Egyptian shawarma to more communities.





Welcome
to

WHY FRANCHISE WITH CHEF'S DOOR?

Franchising is a powerful growth strategy that lets you harness the magic of a proven business model. At Chef's Door, we blend authentic Egyptian flavours with quality ingredients to create irresistible shawarma, and now, we're offering you the chance to be part of our family.

With our simple operating system, we make owning your own Shawarma restaurant effortless by providing you with the supply chain, quality ingredients, proven recipes and support to find success leveraging our proven success.

You get the entrepreneurial freedom to manage your own business, but with the support and expertise of our established franchise network. With Chef's Door, you're not just opening a restaurant; you're bringing a piece of Egypt to your community.

OUR BUSINESS MODEL

THE FRESHEST INGREDIENTS & CERTIFIED HALAL

At Chef's Door, we serve only the finest halal meats, marinated in our Chef's secret blend of spices up to three days before it is ready to serve. Our homemade falafel is made in house with ground fava bean and chickpea, and all the soups and salads are made fresh daily - giving the most authentic, tastiest experience to our guests. You can be proud to serve the highest quality that Chef's Door is known for without having to be a Chef yourself - if you can chop ingredients and have a passion for amazing food, you can prepare Chef's Door for your customers easily.

SIMPLE OPERATIONS MODEL

We want to keep operations simple for you so you can focus on running your restaurant and enjoying quality of life. We know that happy franchisees are profitable franchisees, and we aim to achieve this by offering a commissary kitchen model, easy to follow recipes, simple ordering system and family-friendly operating hours making it easier for you to enjoy your business instead of just working in the business.

HUGE GROWTH POTENTIAL WITH PRIME MARKETS OPEN

We sell **a lot of** shawarma - in fact - our chicken shawarma is our number one seller! With the demand for amazing quality combined with convenience skyrocketing, the need for a Chef's Door in prime markets has never been greater. Chef's Door makes it easy to operate a kiosk, inline or non-traditional restaurant location through its' flexible business and operations model and aggressive expansion plans throughout Canada. Our experienced franchise and real estate team supports you every step of your journey, ensuring you are presented with prime real estate opportunities, delivering a winning recipe for success.

In addition to our incredible growth potential, we also support multi-unit and area development opportunities for qualified buyers.



OVER 1.8 MM INSTAGRAM FOLLOWERS AND GROWING!

WHAT WE LOOK FOR

At Chef's Door, we're more than a franchise—we're a family. United by a common love for authentic Egyptian cuisine, we work hand in hand with our franchisees to bring the magic of our shawarma to the world.

We're not just selling food, we're sharing a piece of our home with every delicious bite. But, like any family, a good fit is key to our success.

Our ideal franchise partner wants to work in the business, while also engaging the community in an authentic and meaningful way. We aim to be approachable, unique in our service delivery and stay true to our brand values of serving the freshest, most authentic premium shawarma around.



INGREDIENTS FOR SUCCESS OUR BUSINESS MODEL + YOUR PASSION

The main ingredient for success as a franchisee is PASSION...for food, service, people and the Chef's Door system. At Chef's Door, we provide the major ingredients to help replicate its recipe for success.

OUR PROCESS

Investing in a business is a big decision, almost as significant as getting married, buying a home, or starting a family. At Chef's Door, we understand the emotional and practical aspects of this journey. That's why we've designed a thorough investigative process to help you assess our business model and determine if it's the right fit for you. At the same time, our Head Office will evaluate your potential for success. We call this "reciprocal due diligence."

Our shared goal is to make a well-informed decision, together. A typical process and timeline for approvals takes anywhere from four to eight weeks, and is contingent on a minimum of two successful franchise business meetings, a completed franchise application that is pre-approved, credit score of at least 670, review of our Franchise Disclosure Document and consistent engagement and positive attitude throughout the Discovery Process.

FIRST STEPS

If you are interested in learning more, a member of our franchise development team will be happy to schedule an initial discovery call with you to answer important questions and evaluate if you qualify for this opportunity. If it is determined it is a good mutual fit to proceed, an action plan will be created as part of your Discovery Process with Chef's Door.

Once this first step has been taken, it is important to be able to dedicate over the **next four weeks** the following throughout your Discovery Process:

- 2-3 hours a week for meetings and phone calls
- 3 hours of time for tours and tastings
- 4-6 hours for additional presentations and your due diligence

During this period of time, we will work with you on your goals to becoming a potential Chef's Door owner and keep you on track in your exploration and due diligence journey.

THE DUE DILIGENCE PROCESS

At Chef's Door, we believe in transparency and mutual success. Our due diligence process is crafted to ensure that each party can make a well-informed business decision before entering into a franchise agreement. This means to us giving you a transparent and open process and also allowing you plenty of opportunity to tour locations, review our business model and meet with Leadership.

This meticulous process aligns with relevant franchise legislation and adheres to the Code of Ethics of the Canadian Franchise Association, making your journey with us as smooth and clear as our authentic shawarma flavours.

RESTAURANT LOCATIONS



Chef's Door uses a detailed site selection check list and provides expert real estate support to ensure your Chef's Door location is in a competitive area and sets you up for success in your new venture. Chef's Door has successfully awarded new agreements to develop in the Greater Hamilton area along with the Kitchener/Waterloo corridor and plans to expand into the Niagara region and Eastern Ontario in 2025.

INLINE PLAZA

Features: Great for high-traffic, busy residential areas
Sq. Ft: 1200-1500
Investment Range: Begins at 300K

GAS STATION/CO-BRAND OPPORTUNITY

Features: Limited menu with most popular items
Sq. Ft: 700-900
Investment Range: Begins at 150K

CONDOMINIUM TOWER/MALLS

Features: Express menu with most popular items plus LTO's
Sq. Ft: 700-900
Investment Range: Begins at 200K



FACTS AND FEES

Here's everything you need to know at a glance about a Chef's Door Restaurant Franchise.



ROYALTY FEES

6% of gross sales



ADVERTISING FUND

2% gross sales



LOCAL ADVERTISING

The greater of \$3,000 per quarter or 3% of gross sales, spent locally by franchisees throughout the year



FINANCING

Financially qualified franchise candidates will be comfortable with at least 35% to 50% of the total investment noted above in unencumbered (not borrowed) cash, plus government financing ("CSBIL") secured against the collateral assets of the restaurant for the balance. An operating line of credit is also useful to cover any working capital requirements.



INITIAL TRAINING

Four weeks at Home Office, plus four weeks on site. The cost of this training is absorbed by the franchisor other than any travel and accommodation costs incurred directly by the franchisee.



GRAND OPENING

Your Grand Opening will consist of local dignitaries, Chef Abdel on site for autographs and social media, a digital marketing strategy launched by Corporate to support your opening day and much more. A full, comprehensive plan will be provided to you to ensure success.



FREQUENTLY ASKED QUESTIONS

How do I qualify to be awarded a Chef's Door franchise?

To qualify, an individual must: Complete the Chef's Door Confidential Questionnaire and meet with our development group at the Chef's Door Head Office. Suitable candidates are then provided with our confidential Franchise Disclosure Document and begin their investigations (referred to as a "Due Diligence Process").

I do not have a restaurant or food service background. Can I be awarded a Chef's Door franchise?

Yes. Although it helps to have specific knowledge of the industry, it is not necessary to be a food service professional to successfully operate the business. The franchisee initial training function described herein is specifically designed to educate and train franchisees that do not have significant experience in operating a restaurant such as Chef's Door.

Do I need a business background?

Obviously any business background is an asset. However, no experience in food service or as a business owner-operator is necessary. The strengths of franchising are that it provides you with an established brand name, a proven and successful operating system, and the benefits of support from Head Office and your colleague franchisees that are a phone call away.

Does Chef's Door provide financing?

No. Our Franchise Disclosure Document provides information on the types and nature of financing available as well as the usual financing arrangements enjoyed by our franchisees. In addition, Chef's Door enjoys an excellent reputation with Canadian financial institutions. Our franchisee qualification process assists you with the creation of a business plan that contains cash flow projections and other documents required by the banks. As you proceed through the qualification process, we will provide you with the contact information of certain commercial loans officers with various chartered banks in your area that are familiar with the Chef's Door Franchise System.

Who owns the company?

Chef's Door is a privately held, wholly owned Canadian company.

Can I use my own real estate agent or broker?

Chef's Door provides real estate selection support. Franchisees are at liberty to utilize the resources available at Head Office or alternatively engage their own. Regardless, each site and any proposed leases must be submitted to Head Office for review and approval.

How long is Training?

Our comprehensive training program consists of in-class and on-site instruction for four weeks. Initial Training covers the A to Z of running your restaurant. The Chef's Door Business Management Manual and Operations Manual are detailed, extensive and easy to follow.

Will I have an Exclusive Territory?

Yes. Chef's Door grants each franchisee a "Radius of Protection" representing a territory within which we agree not to grant or establish another Chef's Door restaurant of the same type of venue. This is explained in more detail in our Franchise Disclosure Document (or "FDD").



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