

100% CANADIAN



SINCE 1992

# ST. LOUIS BAR & GRILL FRANCHISING



# WHO WE ARE

*Authentic – suits and boots*

*Humour*

*Value/Daily Deals*

*Devilishly Good!*

*Sports*

*Community*



*“To be recognized nationally as the ultimate choice for wings, beer and spirits, earned through our commitment to Devilishly Good proprietary products, service and atmosphere.”*



## Our Story

100% Canadian owned and operated, St. Louis Bar and Grill first opened its doors in Toronto in 1992. Famous for our 'Devilishly Good!' service, signature wings, fries, and garlic dill sauce, our local neighborhood establishments offer exceptionally friendly service in a fun, casual sports bar and grill setting. In 15 plus years of franchising, we've expanded to over 65 locations across Ontario and Atlantic Canada, with a national expansion now underway.



## Coast to Coast growth with sustainability in mind

We have taken action to ensure that our expansion into Western Canada and beyond is as eco-conscious as possible. We have implemented environmentally sustainable practices chain wide including the switch to paper straws, biodegradable take out containers, and bottled water from companies committed to sustainable production. Wherever possible, new and renovated restaurants will incorporate environmental best practices with a LEED certified team. From the business side, we are on our way to a digital, paperless workplace with the implementation of H.A.L.O, a new online platform for company communication.



## Piece it Together

Autism awareness is a cause very near and dear to the St. Louis family. As a corporate initiative, we support autism awareness and local schools dedicated to children with autism.

To date, we have raised over **\$1.2 million** for children with autism. Our goal is to increase awareness and acceptance as we continue to fundraise.

To find out more visit [www.stlouiswings.com/autism](http://www.stlouiswings.com/autism).



# INTERIOR & SITE

## Suits to Boots

Our model provides a fun, energizing, casual atmosphere perfect for a night out with your friends and at the same time is sophisticated enough to host your next business meeting.

Our sports bars are designed to allow customers to experience something very close to the atmosphere of attending a live sporting event -- including cheering for their favorite teams and socializing with other fans. The uniqueness of the bar's design, the food quality, and level of service all contribute to our sports bars' popularity.

Every seat in the house has an unobstructed view of one or more televisions as making sure to maximize your customers' experience is important to your bottom line.



Our exterior is built to the highest standard, designed to catch your eye with exceptional sign packages and bold coloring. To add curb appeal, we build pylon signs where applicable.



Patios are one of the most important parts of St. Louis Bar & Grill. Our Patios are an extension of everything we offer. It adds to the popularity of the sports bar, attracts more customers and ensures they have a great dining experience.

- Ideal store size 2200-3000 square feet
- End Cap Positions with strong visibility from high traffic roadways OR freestanding buildings
- Effective signage opportunities, good access/ Egress, meeting municipal requirements for parking
- Outdoor patios with a minimum of 500 square feet
- Residential density with commercial/light industrial trade in proximity
- Extensive experience with RETROFIT/CONVERSION opportunities and will consider asset purchase of existing restaurants/bars

## Site Selection

One of the most important decisions we make is the location of your store. Understanding the visibility, accessibility, and traffic of your selected unit are overwhelmingly important to the success of your business. While you're going through our franchise program, our experienced team is working to secure the most profitable location for your business. Selection of your site involves many variables such as;

- A detailed demographic segmentation of age, family size and income
- A comprehensive market area analysis
- Detailed analysis of traffic and competition access, parking area details, visibility and exposure
- Competitive analysis

# HEAD OFFICE & MARKETING

## S Head Office Support

St. Louis Franchise Limited, as a corporate head office, is unique in that we've maintained a truly 'open door' corporate culture. As our franchise system continues to rapidly grow across Canada, we subscribe to the principles of 'servant leadership'. Our corporate management team oversees the growth of our franchise system with unrelenting focus on building strong infrastructure and necessary support systems to ensure each and every franchisee partner is empowered with the tools necessary to carry our brand forward. We've worked hard to position our system as an attractive business offer for entrepreneurs seeking the benefits and competitive advantage associated with our well-known brand, proven business and operations, services and programs.

## O Marketing

With one of the lowest advertising funds in the industry, your contribution of 1.75% of weekly gross sales provides your restaurant with the equivalent of a full-service, in-house marketing agency. From the coordination of national buys for media and advertising, to new store opening support, the experienced marketing team at St. Louis Franchise Ltd. provides all the support you would expect from a best in class marketing firm. Your 1.75% contribution funds a fulltime LSM (local store marketing) team, graphic designers to assist with any creative requests, social media and advertising proficiency and the industry expertise required to deliver a successful, Devilishly Good restaurant in your community – designed to set you apart from the competition, providing maximum impact.

## Become a Franchisee

-   
**1** Franchisee Approval
-   
**2** Franchise Agreement
-   
**3** Site selection & Letter of intent
-   
**4** Financing
-   
**5** Construction
-   
**6** Training
-   
**7** Opening

“ Jack Flynn - Franchisee  
 (Collingwood, Ontario & Wasaga, Ontario)

“My favourite part of owning a St. Louis franchise is the energy and enthusiasm the team brings to the restaurant each and every day.”

“ Cam Macintyre - Franchisee  
 (Kitchener, Ontario)

“I really truly believe that St. Louis Bar and Grill has the best menu, the best offerings, their products are fantastic.”



# TRAINING & OPERATIONS

## Bootcamp & Seminars

At St. Louis Bar and Grill, you get the best of both worlds: the ability to own your own business along with ongoing support from a full-service Franchisor. From ordering your opening inventory, to assisting you with your job fair, to ordering the décor, our training and operation experts will be there with you every step of the way. Our team's goal is to ensure that pre-opening bootcamp training provides efficiency and profitability in a short period of time. Our training system is designed to strengthen the leadership of new franchisees and their entire team, making them self-sufficient. Training support will be provided on an ongoing basis, through various seminars and workshops to help improve your team and guest experience. We have designed some of the most effective tools to help maximize profitability and productivity.

## Operational Excellence

Our operation experts are there for our franchisees with continuing advice and guidance, as is from time to time, required by the franchisee. In the sole judgment of the franchisor with respect to the planning, execution and operation of the Franchised Business, we will provide consultation and advice regarding:

- Purchasing
- Inventory
- Preparation and display of products including food and supplies
- Formulation and implementation of advertising and promotional programs
- Inventory control, point of sale and general operating procedures
- Improvements to the system including new product and service development
- Financial advice and consultation

## Off-Premise

Recognizing the growing demand for dine at home, takeout and off-premise delivery, St. Louis Bar & Grill has partnered with Skip the Dishes as our exclusive delivery partner – ensuring access to the largest 3rd party delivery system in the country, as well as with OLO, the premier takeout and digital ordering platform in North America. These strategic partnerships provide best in class off-premise solutions and a user friendly, branded experience for guests and franchisees alike.

**SKIP** THE DISHES

olo



The restaurants provide a lively atmosphere where a commitment to high food quality standards and a focus on customer service ensures that each customer visit is a positive and memorable experience.

# MENU



FOOD TO  
**56:44**  
BEVERAGE RATIO

In a competitive market, with an impressive food to beverage ratio of 56:44, St. Louis Bar and Grill has bucked the trend and we continue to ascend as a dominant player in the food service.

## Famous Garlic Dill Sauce

We now offer our proprietary Garlic Dill Sauce directly to customers in a convenient take-home bottle. With over 27,000 bottles sold within the first year of its introduction, our famous Garlic Dill Sauce bottles offer an alternative revenue stream for our franchisees and is a foray into expanding the St. Louis brand into the households of our customers.



## Award Winning Wings

St. Louis wings are best in class thanks to our proprietary marinade and a very selective choice of sauces and dry rubs. In addition to our award winning wings, we are widely known for our succulent ribs and quality menu items. Our dedicated culinary team is constantly researching and innovating for new menu additions. Only after an extensive development and testing process will an item be added to the St. Louis menu to ensure you will be serving the best possible product.



# JOIN OUR TEAM



## Why become a franchisee?

- Be your own Boss!
- Start your own business, but with an already proven track record of success
- Diversify and create wealth; in fact, franchising is a primary segment of wealth generation in Canada

## Franchise vs. going in alone?

- Turnkey business – location, lease, construction, etc.
- Proven system in place
- Brand awareness – marketing & negotiating power
- Facilitation of financing
- Training and ongoing operational support
- Opportunity for multiple units



## Why choose St. Louis

LOW Turnkey Development cost compared to Industry

The minimum unencumbered cash investment required is \$350,000-\$450,000 for NEW St. Louis Bar and Grill

The total turn-key investment for a NEW St. Louis Bar and Grill is \$750,000-\$950,000

LOW Royalty & Ad Rates compared to Industry

GREAT food to beverage ratio of 56:44 for 2019



#1 in Draught Beer Sales / square ft. in Ontario

Brand Strength via Proprietary Products

2018 Chain-wide Sales of \$100 million

2018 Average Unit Sales of \$1.7 million

FAC - We have a Franchisee Advisory Council (FAC) that meets with Head Office regularly to troubleshoot issues and discuss best practices

Conversion/ Retrofit opportunities available

**Want to know more?**

416 485 1094 ext. 241

[stlouiswings.com/franchising](http://stlouiswings.com/franchising)

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