

Don Cherry's Sports Grill Concept

The Real Deal

Why is Don Cherry's Sports Grill - The Real Deal?

Don Cherry - The Man Himself! Well, of course, he is Real, as real as it gets! In fact his love for our country and his love for hockey has made him a living legend!

Compare THAT to the other restaurant chain's names and icons...

** Mr. Don Cherry is the Real Deal!

Customers - Every Sports Grill always has value oriented meals and deals to offer our great clientele!

**Our Customers always get a Real Deal!

Licensees - Our Restaurant Operators - our Licensees - get the best deal in the industry with the lowest fee and the best store level rebate program available!

** The Real Deal in the restaurant industry is... Don Cherry's Sports Grill Inc.!The Organization

The Organization is built on the strength of the Don Cherry's Sports Grill Inc. licensees. As a licensee you have control of your local operation and we give you basics to streamline it - to help become more profitable and marketable. Using Don Cherry's Trademarks and Images with successful service procedures will increase your curb appeal overnight which results in increased customer traffic through your doors and combine that with the best store level rebate program allows our licensees the best "deal in the industry";Purchasing Power

With combined system wide sales of over \$29,000,000, our licensees benefit from this purchasing power which is not available to individual operators. You benefit directly from reduced prices on your supplies and then we distribute the benefits from negotiated contracts to our licensees based on their purchase levels - that is the POWER OF THE BRAND! We encourage you to look at every other franchise or licensing program available to you and find out their respective store level rebate program!**

Menu Developments

Every year we offer an up-to-date selection of new menu items that reflect the current state of Canadian consumer's tastes! As a licensee you have one vote (one vote per store) - we meet to vote on various new additions to our menu that are created by our Corporate Chef Carlo Mori. As well, the Don Cherry's Sports Grill Licensing Concept allows the individual licensees the ability to add a number of items to their menus to satisfy all local appetites! For example, our Sports Grills out east offer more seafood selections and our Sports Grills out west offer more steak selections! So all of our Sports Grills have a core menu. Front Fee

For a limited time we are offering to finance the Front Fee!

We feel that this offer will allow more eligible restaurateurs the opportunity to become a Don Cherry's Sports Grill Licensee. From here you will be able to utilize the Trademarks, Images and successful service procedures of the company that represents the most recognized sports celebrity in Canada and benefit from the industry's best rebate program!

Ongoing Monthly Licensing Fee

The ongoing Licensee Fee is 2.75% of the first year's Gross Receipts and it is "Locked-In" for the duration of your contract.

No advertising or additional hidden fees.

We have created a "Locked-In" Fee period (1st year) as well as a Maximum Monthly Fee as we feel that as you grow your business you should benefit directly. Almost inclusively, almost all other Restaurant Concepts have a graduated fee structure which inhibits the drive to grow the monthly sales - their fee grows as you grow - not good for you!

Our royalties are "best in the industry"; we want all licensees to keep as much money as possible in their own pockets; this helps to ensure that Don Cherry's Sports Grill licensees remain financially stronger than their competitors. We have the "lowest industry royalties"; with the "best rebate program"; in the industry!

Most potential licensees will research and compare the Don Cherry's Sports Grill Concept to all other restaurant chains, who offer the conversion option, our monthly fee is less than half and in most cases under a third of what other

chains charge their individual locations. However, as you know, Don Cherry's Sports Grill has the superior brand name, rebate and autonomy programs.

As a prospective Don Cherry Sports Grill licensee you need to compare the chains to satisfy your investors (if you have any) or for your own peace of mind.

We feel so strong about our system we want you to compare before you commit....

Click to use our due diligence worksheet.

The information on this site is subject to change without notice.