



Don Cherry's
Sports Grill INC.

Don Cherry's
Sports Grill

New Look.
New Energy.
Same Great Don.

ENTER SITE!

Don Cherry's Sports Grill Inc. © 2004
sound iii.

NHL MOLSON AMERICAN HOCKEY LEAGUE

Don Cherry's Sports Grill
Licensee Package



Our Mission

It is our passion to bring a Don Cherry's Sports Grill to every town and suburb all across this great country of ours! It is the strength of our licensees that keep us growing! We hope that you too can become legendary.

Our Story

Don Cherry's Sports Grill -- Great Food, Everywhere!

On November 1, 2007 a new era began with the Don Cherry's Sports Grill Inc. being purchased by the Painter Family. They plan to use their 45 combined years of experience operating in the food service industry to grow the Don Cherry's Sports Grill Licensing Concept into the leading Casual Sports Dining Chain in Canada.

Where did it start?

As you know, Don Cherry possesses a wide reaching appeal to every Canadian, whether it's his work with hockey kids, our military, police or firefighters. Don is one of the most recognizable sports celebrities in Canada. Back in 1985 Mr. Cherry wanted to start a chain of themed eateries called Don Cherry's Grapevine and he did along with the help of his family and a partner. The chain grew until 1995 when the old Franchise system itself was left behind and a new modern corporate structure was adapted. "Licensing".

Now, with several amazing locations throughout Ontario, Newfoundland, Nova Scotia, New Brunswick and Alberta, we are well represented all across Canada. It is our goal to become the local cornerstone in every Canadian town and suburb that enjoys great food and drink that is served in a friendly, clean and vibrant local sports celebrity-themed atmosphere.

In 2002 the Painter Family purchased a License to operate a Don Cherry's Sports Grill in Parry Sound, Ontario - a beautiful tourist town of 5000 people on the shores of Georgian Bay. Business grew and within 5 years they were in the position to purchase Don Cherry's Sports Grill Concept



as a whole. With proven success they want to bring this successful licensing formula to everyone who wants to CONVERT an independent location, or wants to open a new location, and then reap the benefits of being a Don Cherry's Sports Grill!

Two big reasons for our continued successes is the chain wide collection of strong licensees who possess great operational experience combined with our corporate head chef Carlo Mori's contemporary and classic recipes makes every Don Cherry's Sports Grill a delicious choice for lunch, brunch-(some locations), dinner and drinks. With your Sports Grill additional local menu selections it allows everyone to feel right at home in every Don Cherry's Sports Grill across our great country!

Today Don Cherry's Sports Grill Inc. is looking forward to expanding its portfolio of great restaurateurs and with your involvement we could be coming to your town!

Our Concept: "The Real Deal"

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

Mr. Don Cherry is "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...

Our Customers always get a "Real Deal"!

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

"The Real Deal" in the restaurant industry is...

Don Cherry's Sports Grill Inc.!

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 Organization

The Organization is built on many things including 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 \$27,000,000, 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

The Initial One-Time Licensing Fee is \$50,000.

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 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. Our Gross Revenue to Gross Investment Ratio is "best in the industry".



Licensing Opportunities

If you are interested in opening, or have an existing operation and want to convert into a Don Cherry's Sports Grill, please see the qualifications below.

We currently have several amazing restaurants spanning
from Alberta to Newfoundland!

Personal:

Have a strong operational background in the food service industry. Currently operate or have a potential location that you want to convert into Don Cherry's Sports Grill. Have business experience in the local market where you are seeking a License to operate. Have a business and personal ties to your community.

Initial Investment:

Necessary capital investment and/or financial requirements. Store improvement budgets that range are dependant on initial site inspection and renovation plans.

International:

Please fill out our Contact Us page and submit.

Or by mail at:

Don Cherry's Sports Grill Inc.

72 James St.,

Parry Sound ON

P2A 1T5.

Call now! [1-866-821-0468](tel:1-866-821-0468)



Compare Our Concept

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

We encourage you to research other Restaurant Concepts and Franchises and compare the facts! We have confidence that you will see the Don Cherry's Sports Grill Licensing Concept is the best deal in the industry for CONVERSION opportunities!

	Don Cherry's Sports Grill	Option 1	Option 2	Option 3
Conversions?	Yes - Our Specialty!			
Initial Fee	Can Be Financed			
Financing available?	Yes			
Service Type	Casual Dining			
Royalties	2.75%			
(Locked-in Fee)	Yes <i>(locked-in to the 1st year)</i>			
Advertising Fee	No			
Contract Term	Tied to your lease <i>(usually 10 years)</i>			
Investment Needed	Varies			
Restaurant Experience	Required			
Head Office Support	Autonomy At Store			
Menu	Items voted by store			
Selected Suppliers	Yes			
Rebates	Best Store Level Program			
Local Menu Input	Yes			
Don Cherry Support	Yes			



Quick Facts

- ✓ The Don Cherry's Sports Grill Inc. licensing concept currently has 15 restaurants in four provinces across Canada
- ✓ Don Cherry's Sports Grill Inc. has great corporate contracts and along with your business acumen in your regional market place becoming a Licensee should create a profitable synergy.
- ✓ We have the lowest Royalty Fee (2.75%) offered in Canada's full-service food industry.
- ✓ Operational wide sales of over 29 million dollars.
- ✓ The only food chain that offers a license agreement not a franchise agreement.
- ✓ The only food chain that has a ceiling on the monthly royalties paid by licensees.
- ✓ Decide on menu items.
- ✓ There are no advertising fees. Don Cherry, our silent salesman, is on TV and in the paper on a regular basis.
- ✓ We have the industry's best store level rebate system available.
- ✓ Awarding winning food offered at every location.
- ✓ Positioned in the marketplace as group, team and family friendly.
- ✓ The first Don Cherry's Grapevine Restaurant opened its doors in 1990 and hosted "Hockey Night in Canada" every Saturday to the delight of their patrons! Within a few years the original Grapevine Restaurant had evolved into the Don Cherry's Sports Grill you see today.



FAQs

Do I have the right to sell my operation?

Do I need to be involved daily with my location?

Once my application is approved how soon can I expect to open?

How much cash (equity) do I need?

What is the Initial Fee and what services are provided for that fee?

Does Don Cherry's Sports Grill Inc. provide financial assistance?

What training support do I get?

Do I have the right to sell my operation?

Yes with our approval.

Do I need to be involved daily with my location?

Absolutely! Either you personally or your partner or a very trustworthy manager has to be available full time to work diligently to develop a successful operation.

Once my application is approved how soon can I expect to open?

This really depends on you.

If you have an operation already, is it set up, is there remodelling needed! Is the lease in place!

There are many factors to consider. We suggest that you take one step at a time but first you have to decide if you want to be a Don Cherry's Sports Grill licensee and if you do, please contact us and we can discuss your individual circumstances and get started!

How much cash (equity) do I need?

You will need enough available cash/credit to purchase all the furniture, fixtures and equipment and the interior remodelling to set up a Don Cherry's Sports Grill; also you will need enough to pay the Initial Fee. As each new licensee must have experience in restaurant operations, many already have ongoing operations and their conversion costs will be much less than a prospective licensee that does not have an ongoing operation.

What is the Initial Fee and what services are provided for that fee?

We will meet with each prospective operator at their place of business and review their plans and



site and discuss the Front Fee. Once the plan and site are approved and the work/renovations are completed, our chef will be on site for training and supervision prior to and during opening as well he will be placing your first orders.

Does Don Cherry's Sports Grill Inc. provide financial assistance?

We do not provide financing for licensees for remodelling, purchase of equipment, chattels or supplies. We have on occasion assisted licensees with some financing of the initial fee.

What training support do I get?

All Don Cherry's Sports Grill licensees have previous restaurant/lounge experience. You are currently operating a full service restaurant or in a senior position in the operation of a restaurant. Our Chef will be at your location prior to, during and after opening to train, assist and oversee all back-of-the-house staff and operations during this initial phase. Carlo is also available to assist you in your operation after this opening period for a small travel expense.

Information in this document is subject to change without notice.

