



International Brand Presentation  
**Partner with a Leader**

# Vision

To establish Mary Brown's Chicken as the premier quick serve chicken brand, serving a **handcrafted menu** with **genuine hospitality**

# Where It All Began

## **Mary Brown's Chicken began in Newfoundland, Canada, in 1969.**

From the beginning, the brand possessed two distinct strengths: an incredibly delicious recipe for fried chicken and genuine Canadian hospitality. Over 50 years later, these pillars remain the foundation of Mary Brown's success.

While Mary Brown's has seen steady growth since its outset, the brand has expanded exponentially in recent years. Mary Brown's has tripled its store locations since 2007, making it Canada's fastest-growing franchise.



St. John's, Canada

MARY BROWN'S  
2022

# Canada's Premier Quick Serve Chicken Brand Success Story is Expanding Internationally

Our international expansion strategy is simple: a laser focus on the right partners in the right markets.

## Right Partners

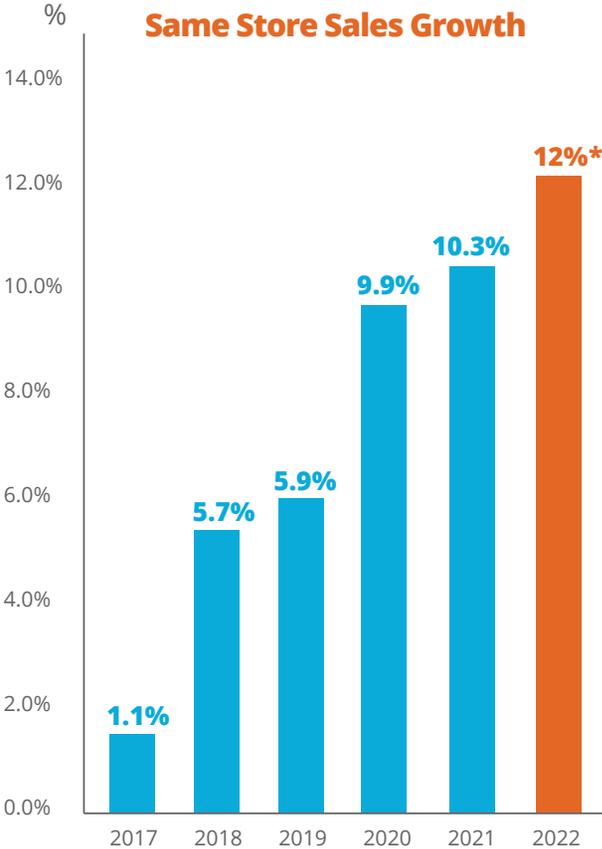
Our Partners are the face of Mary Brown's around the world and are responsible for delivering our brand promise to every Guest, every time. We take partner selection seriously to ensure not only that you have the required financial and operational capability and capacity, but also that we share the values that underpin our incredible success to date. We don't compromise on the quality of our food – or on the quality of our team!

## Right Markets

While we will consider exceptional teams from most regions, our current focus is on developing in Europe, UK, North America and MENA.

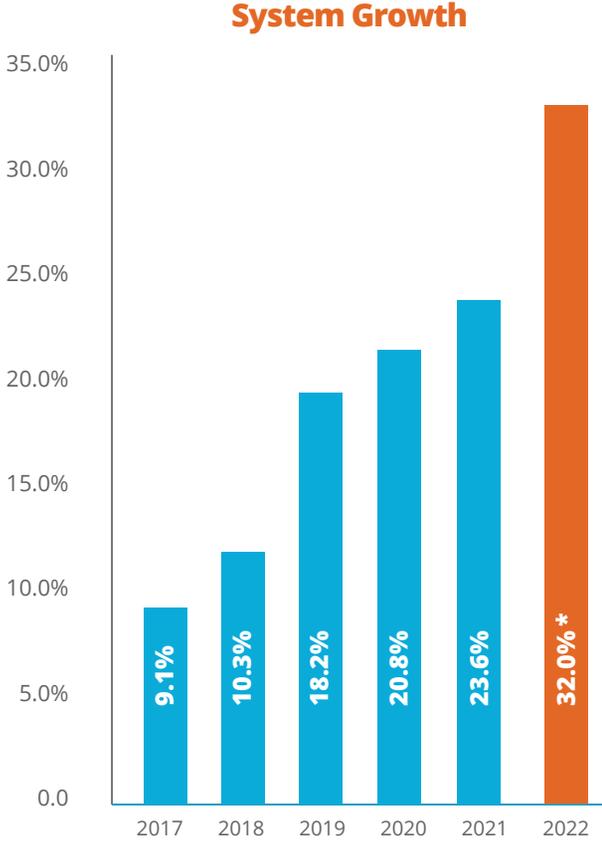
# Undeniable Success – No Matter What!

Even a global Pandemic could not slow down Mary Brown’s growth story!



*\*Projections 2022*

**17 Consecutive Years of Same Store Sales Growth**

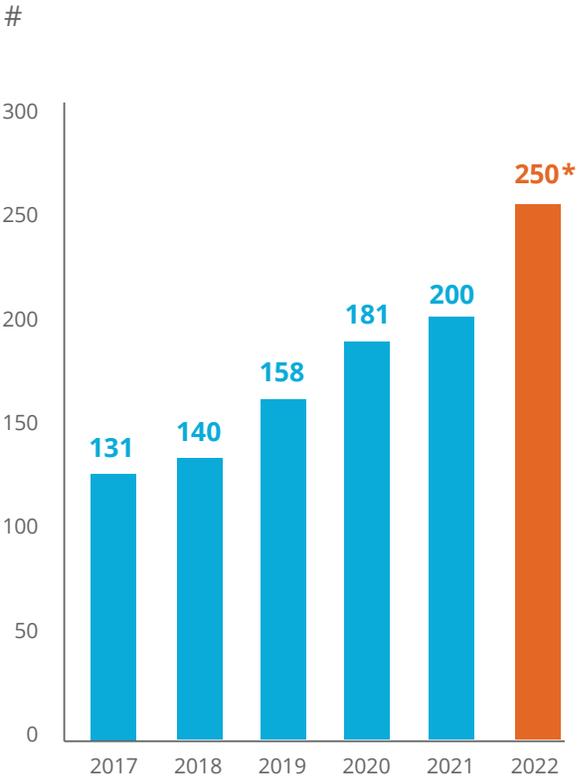


*\*Projections 2022*

# Undeniable Success – No Matter What!

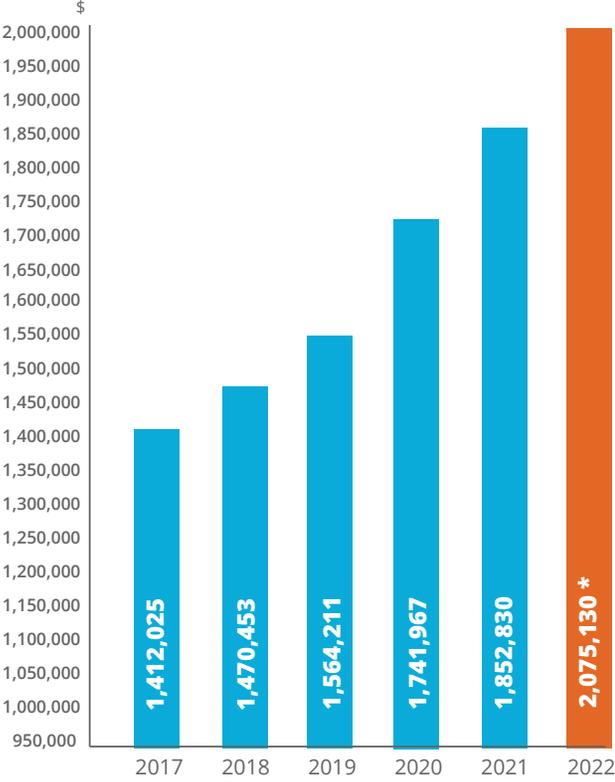
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### Number of Stores (Canada Only)



\*Projections 2022

### Average Unit Volume Top Quartile



\*Projections 2022

# Proven in Canada, Geared for Global Success



## #1 "Best Canadian Fast Food Chain" List

Voted by Canadian Consumers

## Named Best Chicken Sandwich

By Daily Hive

## Named Best Chicken Restaurant

By Daily Hive



Awarded Canadian Franchise Association's Franchisees' Choice Award **11 years consecutively**



2019, 2020, 2021 & 2022

# What Does Our Canadian Heritage Mean to International Franchise Partners?

## Canadian Brand

Mary Brown's is a Canadian brand with a 50+ year history of proven results. Mary Brown's carries the respect and integrity associated with Canadian businesses and the appeal/interest of an international brand.

## Canadian Hospitality

Canadians have a reputation worldwide for being polite, kind and nice! The maple leaf that adorns our logo lets Guests know that we are proudly, passionately Canadian in origin and uphold Canadian hospitality in every store near and far.



# What's on the Mary Brown's Menu?



Our food is prepared in small batches in each store. With every menu item, there's a focus on using the finest ingredients, prepared with the utmost care.

With palates and preferences constantly evolving, Mary Brown's monitors the latest consumer trends from around the globe. Beyond the core menu, Mary Brown's frequently offers limited time menu items to drive sales and attract new Guests, as well launching new permanent menu items that appeal to diverse demographics.

Mary Brown's is responsive to regional flavour preferences and respectful of cultural requirements such as Halal, spicy menu items, etc.



# Core Menu – Chicken, Sandwiches & Taters



## Signature Bone-In Chicken

Crafted from our exclusive recipe.



## Original Big Mary®

Made from a whole chicken breast, topped with lettuce, mayo and a pickle on top.



## Spicy Big Mary®

Big Mary ignited by cayenne seasoning, topped with spicy mayo and pickles.



## Buffalo Mary

A whole chicken breast, tossed in zesty Buffalo sauce, topped with blue cheese dressing and lettuce.



## Nashville Mary

A whole chicken breast, tossed in sweet, smoky, spicy Nashville sauce, topped with Ranch dressing and pickles.



## Taters

Real potato wedges breaded and fried. Handcrafted from our exclusive recipe.

# Snacks & Sides



## Chicken Tenders & Chicken Pop-Ins™

Crispy boneless options, deep fried to perfection.



## Original / Sweet Heat Sidekick Sandwich Snack Option



## Tater Poutine™

A Canadian dish with Taters smothered in cheese and gravy.



## Fries



## Fresh Coleslaw

Made in-house.

# Desserts



## Banana Pudding



## Apple Pie

# What Makes Mary Brown's Menu So Crave-able?

## Proprietary Cooker

Our cooking technology is exclusive to Mary Brown's and creates results that can't be duplicated. Unlike traditional pressure-cooking, MB's heat-based cooker retains natural flavours and ensures a light, golden, crispy result every time.

## Breading Recipe

Mary Brown's breading recipe is one-of-a-kind, our 'secret' mix of flour and herbs created over 50 years ago and still being used and loved today.

## Premium Ingredients

Whether it's our chicken, potatoes, buns, dipping sauces, salads or beyond, the highest local quality is assured in every ingredient in every menu item. Attention to quality is our foundation for delicious.



# What Store Models are Available?

Mary Brown's stores are designed to be attractive and functional. Store interiors are bright, trendy and engaging, encouraging Guests to relax and enjoy Mary Brown's hospitality.

Store models range from 800 sq. ft. - 3,200 sq. ft. (75 sq. metres - 300 sq. metres) depending on the specifics of the location.



## Flagship Store:

2,200-3,200 sq. ft./200-300 sq. metres



A showcase location built in a high visibility premium location for maximum visibility and brand impact. Often one of the first in a country or new market.



## Full Store:

1,700-3,200 sq. ft./160-300 sq. metres

Mary Brown's Full Store options include:

### Stand Alone with Drive Thru:

Our stand alone model with Drive Thru offers a spacious 2,200 to 3,200 square foot floor plan as well as additional sales opportunities in the drive-thru.



### Stand Alone:

Stand alone locations are typically 1,800-2,500 square feet, providing ample dine-in seating as well as convenient take-out ordering.



### In Line:

In line models are 1,700 – 2,200 square feet.



### End Cap:

End cap offers unique design and enhanced visibility. Square footage is 1,700 – 2,200 square feet for dine-in Guest seating and take-out.

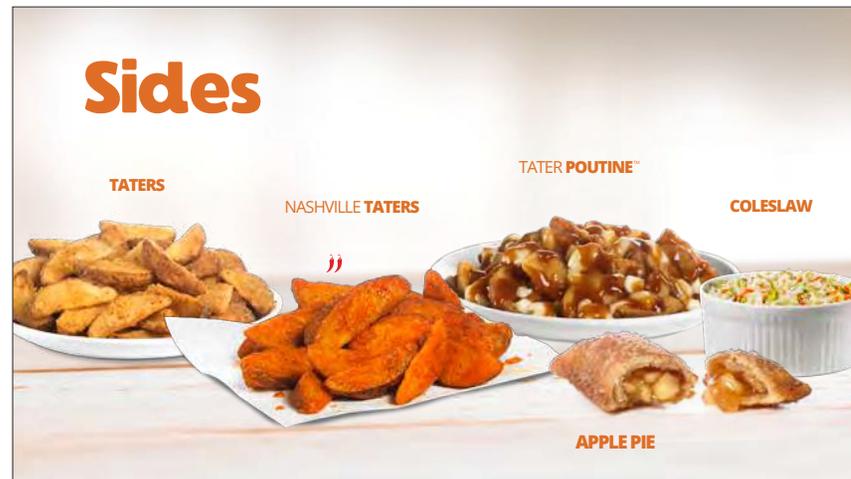


# Express Model:

800-1,200 sq. ft./75-110 sq. metres



With a smaller footprint and a limited menu, the Express model is ideal for universities, airports, sport arenas and other locations where speed and size are key factors.



# We're with You, Every Step of the Way

***"If you want to go fast, go alone,  
if you want to go far, go together"***

At Mary Brown's, we want to go far and so you are never alone – the entire team is dedicated to your success. When you win, we all do!

When you join the MB team, you gain a strong and skilled team who provides leadership and support across all functional areas with the goal of replicating the incredible success of our Canadian operations.





## ■ PURCHASING & PROCUREMENT

Our Supply Chain team works with your team on the ground to source the highest quality products and equipment at the best available price.

## ■ REAL ESTATE, CONSTRUCTION AND DEVELOPMENT

From research to location selection, through design and guiding construction, we're with you from start to completion.

## ■ OPERATIONS

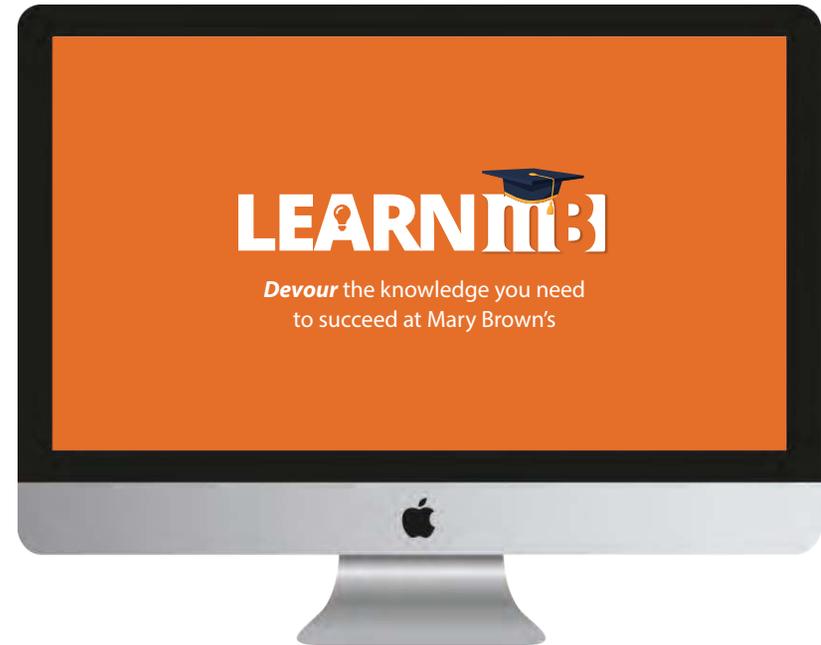
Our Operations team provides continuous support and guides Franchisees in the implementation and execution of standards and procedures.

## ■ TECHNOLOGY

Mary Brown's leverages the latest technology to optimize sales, profitability and Guest satisfaction across all functional areas.

## ■ TRAINING

- At Mary Brown's, continuous learning is core to our culture and is a key driver of our success.
- Mary Brown's delivers a world-class training program where our new partners and their team gain hands-on experience in running every aspect of a live Mary Brown's restaurant.
- In addition to in-store training, partners and their teams complete a comprehensive online multi-media training program through our best-in-class training portal, LearnMB. Through this platform, partners can monitor their team's progress and performance on each section of the digital training.



### **Training specifics include:**

- Learn MB: a 24/7 online training portal for Franchisees and staff
- Minimum 3 weeks practical training in Canada (or existing MB market)
- Training and support prior to and after a store's grand opening
- Ongoing coaching and follow up training as needed
- 'Train the Trainer' on all aspects of building, launching and operating multiple MB units

# MB Marketing

## Where Strategy & Creativity Meet

**SPORTSNET**

The strategic plan includes scheduled promotions, limited time menu items, product-specific features and value/price offers. But beyond the traditional, there are bursts of creativity and out-of-the-box partnerships that have jolted our brand to new heights.

From creating a massive one-acre MB logo in a farmer's field, drawing attention to our 'farm fresh' approach....to social media relationships with leading influencers...to partnerships with Chris Boucher of the Toronto Raptors basketball team and Toronto Blue Jays baseball team, engaging sports-loving audiences coast-to-coast – and much more.

Internationally, Mary Brown's partners receive the same exciting and hard working advertising materials used in Canada – adaptable to global markets. A robust international marketing program is activated all year, including high impact multi-media platforms such as television, digital ads, social media and in-store point-of-purchase materials. There is a strong digital/online presence including a web site, e-newsletters and other initiatives.

New country openings are supported by the planning and coordination of grand opening events, public relations efforts and advertising support, attracting crowds and setting the trend for continued sales momentum across your growing network of locations.



► **MB Logo in Farmer's Field**



► **Chris Boucher, Toronto Raptor Promoting Tater Poutine**

# People & Culture

## People Focused

At Mary Brown's, we believe people are everything! Our approach to business is rooted in treating all people with respect and generosity – and that starts 'at home' in our stores.

Our Franchisees treat their employees with kindness and openness. Our employees treat our Guests with professionalism and friendliness. From the top down, across every level, respect and inclusion are integral to how Mary Brown's does business – and how we've built our success.

## Community Focused

We support the towns and cities where our stores are located. We buy from local farmers and suppliers whenever possible, and we assist our Guests and local businesses, through gestures and donations, big and small. As a Canadian company with a global mindset, we take pride in being altruistic and community minded.



**Excited to learn more?**  
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