



JIMMY THE GREEK®

FRANCHISE INFORMATION

BACKGROUND

The first Jimmy The Greek restaurant opened in Toronto, Ontario in March of 1985. Today there are 55 restaurants across Canada; and Jimmy The Greek is still owned by the original owner, Jim Antonopoulos. Our goal at Jimmy The Greek is to provide our customers with delicious high quality, fresh and healthy food, served in a fast and friendly manner — offered at a competitive price point. Jimmy The Greek features a menu of popular Greek food items. We prepare our menu using fresh food whenever possible. Our sauces, dips and recipes are our own! Many are made from fresh ingredients every day!

We at Jimmy The Greek understand the needs of a business and how to run it efficiently and profitably. Our system caters to these needs.

FREQUENTLY ASKED QUESTIONS

DO I NEED PREVIOUS RESTAURANT EXPERIENCE?

Previous experience is useful, but complete training will be provided by Jimmy The Greek. All training is done at an actual Jimmy The Greek store. Jimmy The Greek helps new franchisees establish their stores.

AS A FRANCHISEE, DO I HAVE TO MANAGE THE STORE?

Yes, you must manage your store. Our experience is that store results are better when the owner is present. If you cannot be there, someone who holds an interest in the business must be there.

WHAT KIND OF TRAINING IS AVAILABLE?

You will be trained at our corporate store before your store opens. The initial training program teaches you how to properly manage and operate a Jimmy The Greek restaurant. Your training will not take more than 21 days. Jimmy The Greek continues to support you after your training ends. The cost of the training program for two persons (chosen by you) is included in the franchise fee.

Jimmy The Greek does not pay a person who is in training for services performed during training. JTG does not pay you or your trainees for these kinds of expenses incurred during training: transportation, meals, lodging, other living expenses, salaries or other employment benefits. These expenses are your responsibility as the franchisee.

MAY I OWN MORE THAN ONE JIMMY THE GREEK FRANCHISE?

Yes you may if the following is satisfied: your history shows that you can increase profits, and maintain our high standards of cleanliness and friendly service and you have the needed finances.

HOW MUCH MONEY WILL I NEED?

The amount of money you will need varies according to location. You will need at least \$500,000 (CDN) for a complete, ready-to-operate store.



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WHAT IS THE ROYALTY FEE ON SALES?

The royalty fee is 5% of sales (as defined in the Franchise Agreement).

HOW MUCH IS THE FRANCHISE FEE?

\$40,000 (CDN), paid when you sign the Franchise Agreement.

WHAT PERCENTAGE IS PAID TO THE GENERAL ADVERTISING FUND?

2% of net sales beginning when your store opens for business.

MAY I SELL MY STORE AND FRANCHISE RIGHTS?

You may sell your franchise. Jimmy The Greek Inc. must approve the new franchisee.

MAY I CHOOSE MY OWN SUPPLIERS?

No. Jimmy The Greek Inc. provides a suppliers list. Our list ensures high quality and competitive costs to help your business grow. Jimmy The Greek may sometimes add new suppliers to the list who meet our high standards.

CAN I BUILD MY OWN STORE?

No. Jimmy The Greek Inc. will design and build your store.

WHERE SHOULD I LOCATE MY STORE?

Jimmy The Greek food court restaurants are located in shopping malls and office towers. Jimmy The Greek will acquire your location, negotiate the lease and provide a projection of the production cost and equipment prior to commencing the construction of a new store.

I AM INTERESTED IN A JIMMY THE GREEK FRANCHISE. WHAT DO I DO NEXT?

1. Complete the confidential franchise application form and mail it to Jimmy The Greek Inc., 1 First Canadian Place, Box 334, Toronto ON Canada M5X 1E1
2. Our finance department will handle your application and check your finances.
3. If you are approved, we will meet you to: review your financial situation, review the training program and answer all your questions.
4. Then, if everyone is satisfied, we will sign the Franchise Agreement.

STRONG MANAGEMENT INVOLVEMENT

Real estate and site selection — Design and construction — Purchasing and distribution

STRONG FRANCHISE SUPPORT

Well-known brand - Effective advertising and promotion — Extensive training program

STRONG GROWTH DRIVEN BY STRONG MARKETING

New advertising and promotions are constantly being developed. Many marketing materials can be custom-designed for your location.