

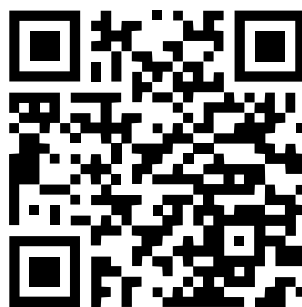


Since its inception in 1969 in St. John's, Newfoundland & Labrador, Mary Brown's Chicken has upheld a tradition of hand-cutting and hand-breading its menu items in each store. This commitment to craftsmanship defines our approach—always has, always will. Our food is meticulously prepared in small batches, tailored to order for our valued guests. With no fillers or unnecessary additives, we serve only authentic, quality fare, resulting in succulent chicken and crispy taters.

Renowned for our delectable offerings and service, Mary Brown's Chicken is rapidly becoming one of Canada's fastest-growing franchises, approaching 300 locations and expanding internationally. In 2023, MB's Top Quartile AUV's reached \$1,983,000.



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EST. 1969  
Newfoundland & Labrador



The  
Mary Brown's  
Franchising  
Opportunity.



## FINANCIAL REQUIREMENTS

### 📍 RESTAURANT MODEL

Full Store: 1,800-3,000 sq. ft.

### 💰 START UP COSTS

\$ 875,000+

### 💰 LIQUID CAPITAL

\$ 300,000

### 💰 FRANCHISEE FEE

\$ 30,000

### 💰 ROYALTIES:

5%

### 💰 MARKETING:

4%

Our reputation for delicious food and exceptional Guest service is the reason we are **one of the fastest-growing franchises in Canada.**



Original Big Mary®



Spicy Big Mary®



Buffalo Mary



Grilled Sandwich



Signature Chicken



Chicken Tenders



Chicken Pop-ins™



Taters



Tater Poutine™



Fresh salads

## REAL ESTATE AND DEVELOPMENT:

Our Purchasing team diligently ensures the availability of top-notch products chain-wide for all Mary Brown's menu items, staying attuned to market dynamics and industry trends.

## PURCHASING:

Our Training team delivers a comprehensive 4-week training program for franchisees and staff, offering pre and post-store opening assistance.

## TRAINING:

Our Operations team provides ongoing support, guiding franchisees in implementing and executing standards and procedures to uphold operational excellence.

## OPERATIONS:

The Marketing team orchestrates impactful national marketing campaigns across multiple platforms, alongside tailored programs for location-specific promotions.

## MARKETING:

Our Franchising team connects you with a seasoned group of Banking and Business Advisors to aid with financing, loan inquiries, and business plan preparation.