



RÔTISSERIE PORTUGAISE

JOIN THE FIRST AND LARGEST CHAIN OF
AUTHENTIC PORTUGUESE
ROTISSERIES
IN QUEBEC



Fresh, generous & affordable



Piri Piri Rotisseries was the dream of a young entrepreneur Antoine C. Assuncao, his goal was to be the first to open a chain of Portuguese Rotisseries serving delicious and traditional Chicken & Grilled meats prepared quickly in front of customers.

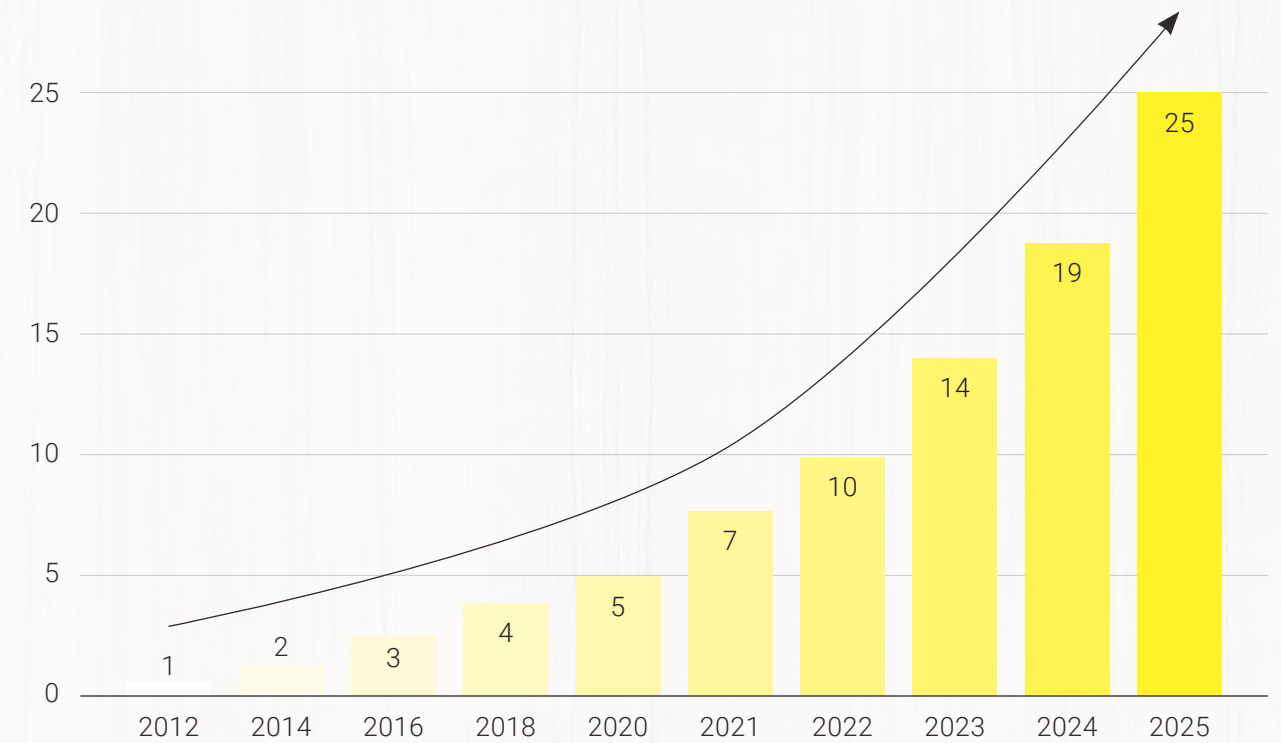
The beginning was in 2012, in Montreal, Canada and despite many challenges in the early stages, but with determination and perseverance, Antoine opened his first location on Masson Street and was determined to make it work because he believed that if you offer delicious, fresh food with generous portions, affordable prices and combine that with exceptional customer service, it will be successful.

Today, Piri Piri Rotisseries have 6 locations and 4 in development in the Montreal area serving award winning chicken and grilled meats for walk in customers, take out, delivery and caters to special events.

The Beginings

The first of its kind in Quebec, Piri Piri Rotisseries has transformed the rich, fresh and generous Portuguese cuisine into a quick service restaurant (QSR) concept while preserving the authenticity specific to that cuisine.

After our proven success in the Montreal area, we are now embarking on an expansion plan to bring the Piri Piri experience to other areas of Montreal, Quebec, and Canada. We have now established a goal of 25 Piri Piri Rotisseries operating by the year 2025. To ensure that our goal is met, we have embraced franchising as the way to go and will be committed to work tirelessly to ensure success at every franchised location.



The Concept

25 Rotisseries by 2025

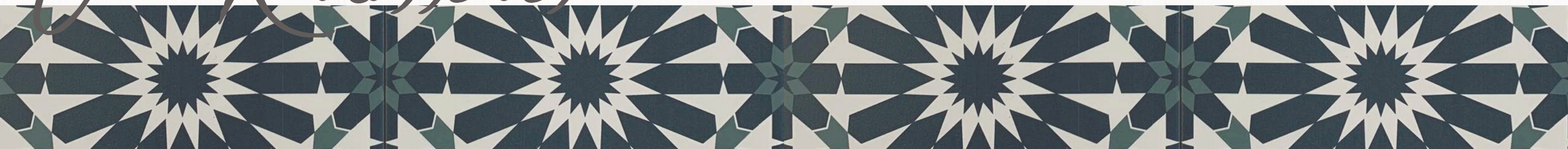
The concept uses warm finishes and interesting elements throughout the space.

A contrasting blue and white patterned tile are a reminder of traditional Portuguese culture and at the same time is a modern design element. This eye-catching patterned tile draws the client toward the service counter and encourages the customer to select his or her meal. Intimate seating is created by use of a combination of benches and chairs with warm wood finishes where patrons comfortably enjoy their meals.

Group seating is easily obtained with flexible table layouts. Plant images give a fresh and clean look. The clientele will recognise the design inspiration from simple artistic Portuguese images. The overall effect of the Piri Piri concept is one of casual elegance and wholesome dining experiences.



Our Rotisseries





To join a growing and a popular concept



To join a winning, successful and a proven brand



To own your business **BUT NOT BE ON YOUR OWN !**



For Single, Multi-Unit and Area Development franchise



Exclusive trade area



To be part of a team committed to growth & committed to ethical franchising and business practices obeying by the codes of ethical franchising of the CFA, CQF and IFA

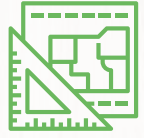


The Opportunity





Assist in choosing, negotiating and leasing locations



Assist in construction



Train franchisee/manager on the technical and managerial aspects of the business



Provide guidance and support in the pre-launch of the business



Provide on-site support during opening



Provide continuous guidance and support post-opening



Conduct on-going research & development on all aspects to ensure franchise growth and sustainability

	COST	INCLUDES
Mall type location (500 to 700 sf)	\$350,000 – \$440,000	Architectural plans / construction / equipment / cash flow
Dine-in street location (1,600 to 2,000 sf)	\$500,000 – \$680,000	Architectural plans / construction / equipment / cash flow
Franchisee Investment	20 to 40 %	Cash down financial requirements for a small business loan
Franchise Initial Fee	\$30,000	Training, trademark, name & system use and pre-opening assistance
Duration of Agreement	5 years	Renewable for 3 additional terms of 5 years each
Royalty Fee	5%	On-going use of trade name, mark & system and on-going post-opening support & guidance
Advertising Fee	2.5%	National or regional advertising fund

The Support

The Estimated Cost



To qualify as a Piri Piri Rotisseries Franchisee or Area developer, a candidate must possess the following characteristics:



Background in restaurant operation



Willingness to be hands-on in the running of the day to day business



Ability to work independently within Piri Piri Rotisseries franchise system



Passion for customer service



Hard working



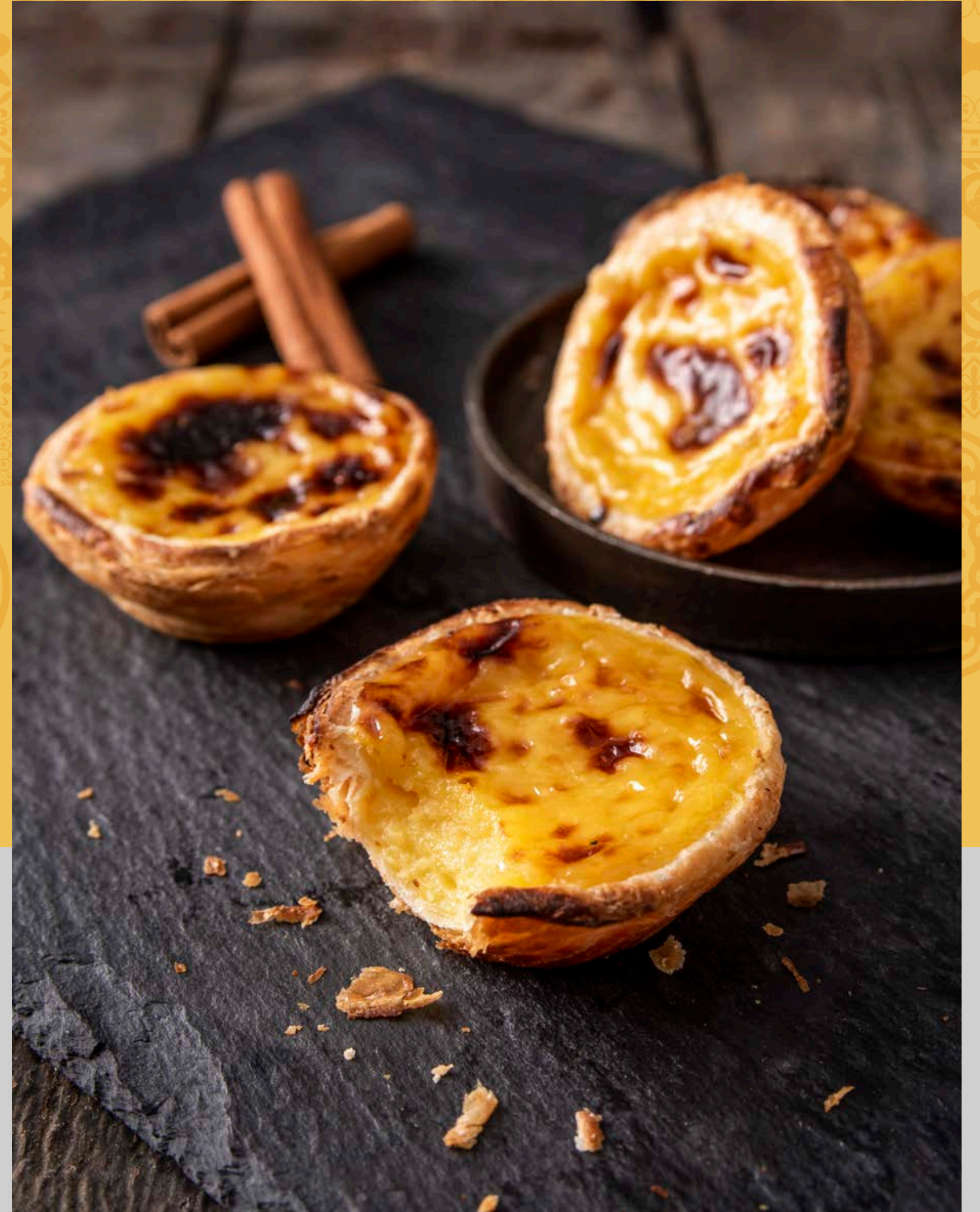
Adequate financial requirements

TOGETHER, WE WILL GO THROUGH THE FOLLOWING STEPS :

ACTION	YOU	US
Complete franchise application	✓	
Arrange one-on-one meeting		✓
Sign NDA & request for a franchise	✓	
Conduct background check		✓
Provide copy of our standard franchise agreement		✓
Review agreement with lawyer	✓	
Sign the franchise agreement	✓	✓
Lease a location	✓	✓
Undergo training	✓	✓
Open your Rotisserie	✓	✓

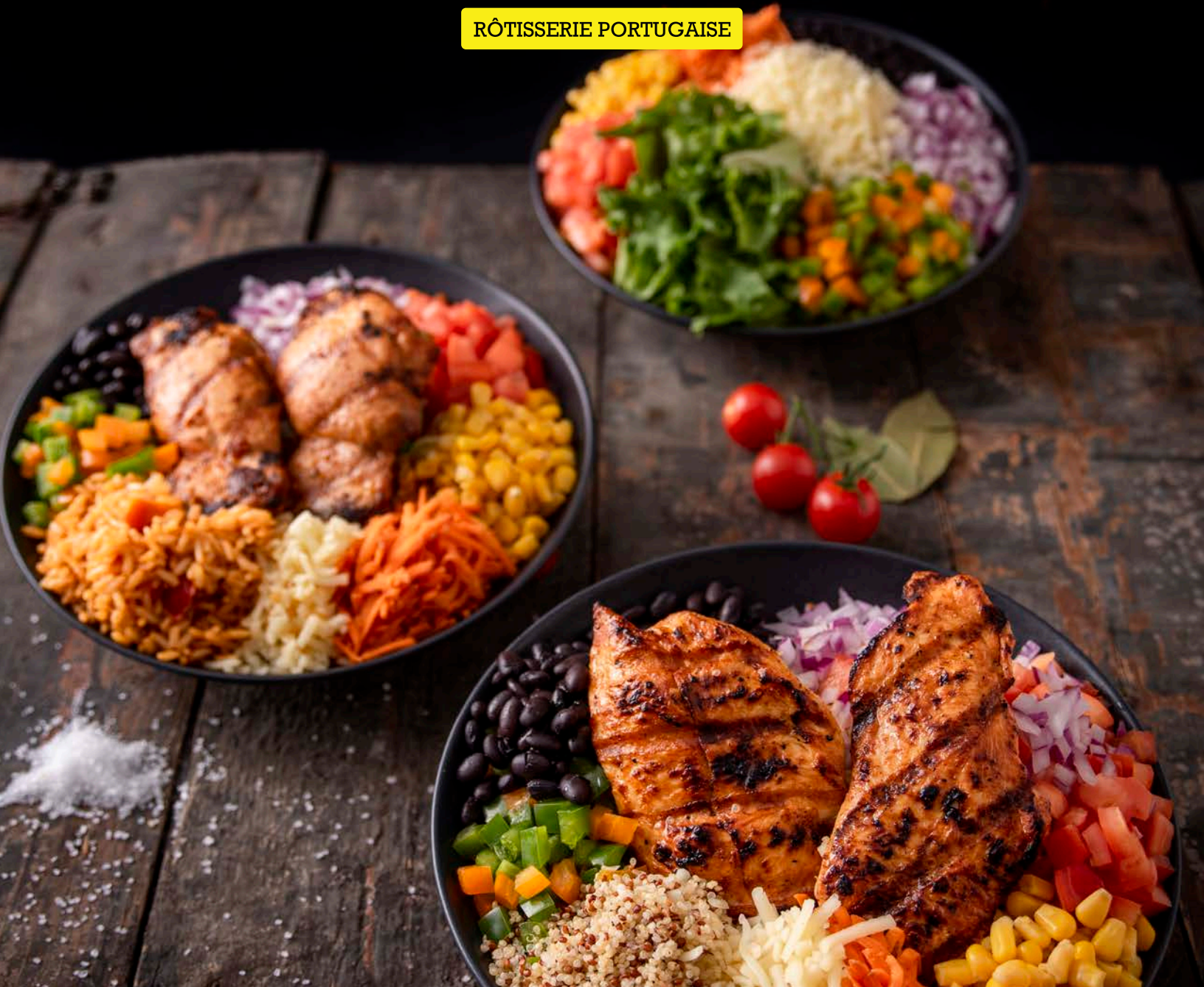
The Qualifications *Next Steps*







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