

**donair
dude**

mediterranean
eatery

FRANCHISE INFORMATION KIT

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HISTORY & BRAND STORY



Donair Dude's journey began with a simple question between two friends. While enjoying a meal at a small donair shop on Davie Street, Tibet turned to Sam and asked, "Why don't we open a donair restaurant?" Both were engineers with no background in the food industry, yet the idea stayed with them. Years later, they took over a small grocery store on Davie Street and transformed it into the very first Donair Dude.

The restaurant opened during the excitement of the 2010 Winter Olympics, quickly becoming a favourite in Vancouver's vibrant Davie Village. Despite being surrounded by numerous eateries, Donair Dude stood out for its freshness, cleanliness, and strong customer-first culture. The founders developed the recipes, systems, and standards that continue to define the brand today.

What began as a single neighbourhood shop has grown into a leading donair restaurant chain in British Columbia, with 21 locations across the province. Donair Dude is widely recognized as the industry leader in BC's donair restaurant sector, consistently achieving strong sales and ranking as the top-performing brand on major third-party delivery platforms. Our restaurants proudly serve millions of guests each year, both in-store and through partners such as DoorDash and Uber Eats.

To ensure consistent quality across all locations, Donair Dude operates a modern, HACCP-certified commissary kitchen where donair meats and proprietary products are produced under strict quality and food-safety standards. All items remain under a fully maintained cold chain until they reach each store, ensuring freshness, consistency, and food-safety integrity.

With rising consumer demand for fresh, high-value Mediterranean meals, Donair Dude is positioned for substantial expansion supported by experienced leadership, streamlined systems, and proven unit economics.

QUALIFICATION

Our group seeks partners with high integrity, an entrepreneurial spirit, and a strong work ethic. Whether you own a business, aspire to be an entrepreneur, or want to transition from corporate life, joining the Donair Dude team means becoming part of a family. You'll receive ongoing support and dedication, as long as you own a franchise.

Here are the key figures and requirements to be considered for a Donair Dude franchise:

Net Worth: At least \$300,000
Liquid Assets: Minimum of \$200,000
Excellent personal, professional, and financial references
Clear credit record and no criminal history

INVESTMENT

The investment for a Donair Dude restaurant ranges from \$400,000 to \$600,000. Franchisees must be prepared to provide unencumbered cash equity of no less than 30% of the total investment.

Included in the investment cost:

- Leasehold improvements and renovations
- All equipment, signage, and furniture
- Start-up costs
- Franchise fee

Excluded from the investment cost:

- The property on which the restaurant is built (if applicable)
- Working capital of existing facilities as applicable
- Initial inventory

FEES

Donair Dude offers a transparent and supportive fee structure:

- Royalty Fee*: 6% of net sales
- Marketing Fee: 2% of net sales
- Franchise Fee: \$30,000 for a 10-year agreement

***Special Offer: First 12 months royalty-free**



FRANCHISE SUPPORT

IN-STORE TRAINING

Donair Dude provides a strong foundation for franchise success with 120 hours of comprehensive classroom and hands-on training. Our program covers all essential areas, including:

- Local store marketing
- Financial management, food costing, scheduling, and payroll
- Recipe formulations, portion control, and presentation
- Training on how to prepare every menu item step-by-step, following standardized procedures
- Food safety procedures and temperature control
- Restaurant management software, POS operations, scheduling, and payroll systems
- Hiring procedures, onboarding, and staff evaluation
- Cost control and daily operational checklists

Our cloud-based Operations Manual is accessible from any smart device, ensuring you always have the information you need. You will also receive ongoing support from the Donair Dude Executive and Operations teams throughout your journey.

FRANCHISE SUPPORT

FOOD PREPARATION & DISTRIBUTION

Donair Dude's simplified and consistent food preparation methods give franchisees a significant operational advantage.

- Donair cones and core products are manufactured in our central commissary, ensuring quality and consistency.
- Our trusted distribution partners deliver products reliably and cost-effectively.
- Standardized preparation procedures reduce training time and allow efficient operation with minimal staff.

This centralized system ensures consistent quality across all locations while keeping operations simple.

OPERATING SYSTEMS

Donair Dude's operational systems streamline management, enhance team accountability, and give franchisees complete oversight of their restaurant performance. Our digital platforms ensure accuracy, efficiency, and consistency.

- Automated food safety logs and temperature monitoring ensure compliance.
- Food labelling system manages rotation, traceability, and quality.
- Advanced scheduling and real-time tracking optimize staffing.
- Automated payroll reduces admin work and guarantees timely payments.
- Digital checklists standardize operations and reinforce accountability.
- Productivity and oversight tools support smooth shifts.
- Hiring and onboarding software simplify recruitment, documentation, and training.

These systems give franchise owners complete visibility, eliminate guesswork, and let them focus on growth and customer experience instead of daily admin.

MARKETING & SALES GROWTH

Each Donair Dude location receives a tailored marketing plan to boost community visibility, attract customers, and support growth. Our strategies include monthly promotions to bring in new and repeat customers, cost-effective marketing tools for local engagement, ongoing expert support from our leadership and marketing teams, and assistance with DoorDash and Uber Eats promotions to increase online orders and store visibility.

FINANCIAL & LEGAL SUPPORT

Donair Dude provides clear, easy-to-use financial and administrative systems to help you run your business efficiently.

- Standardized financial procedures
- Simple reporting and measurement tools
- Straightforward legal protocols and guidance

These systems support confident and informed decision-making, even for first-time business owners.

NEW MENU DEVELOPMENT

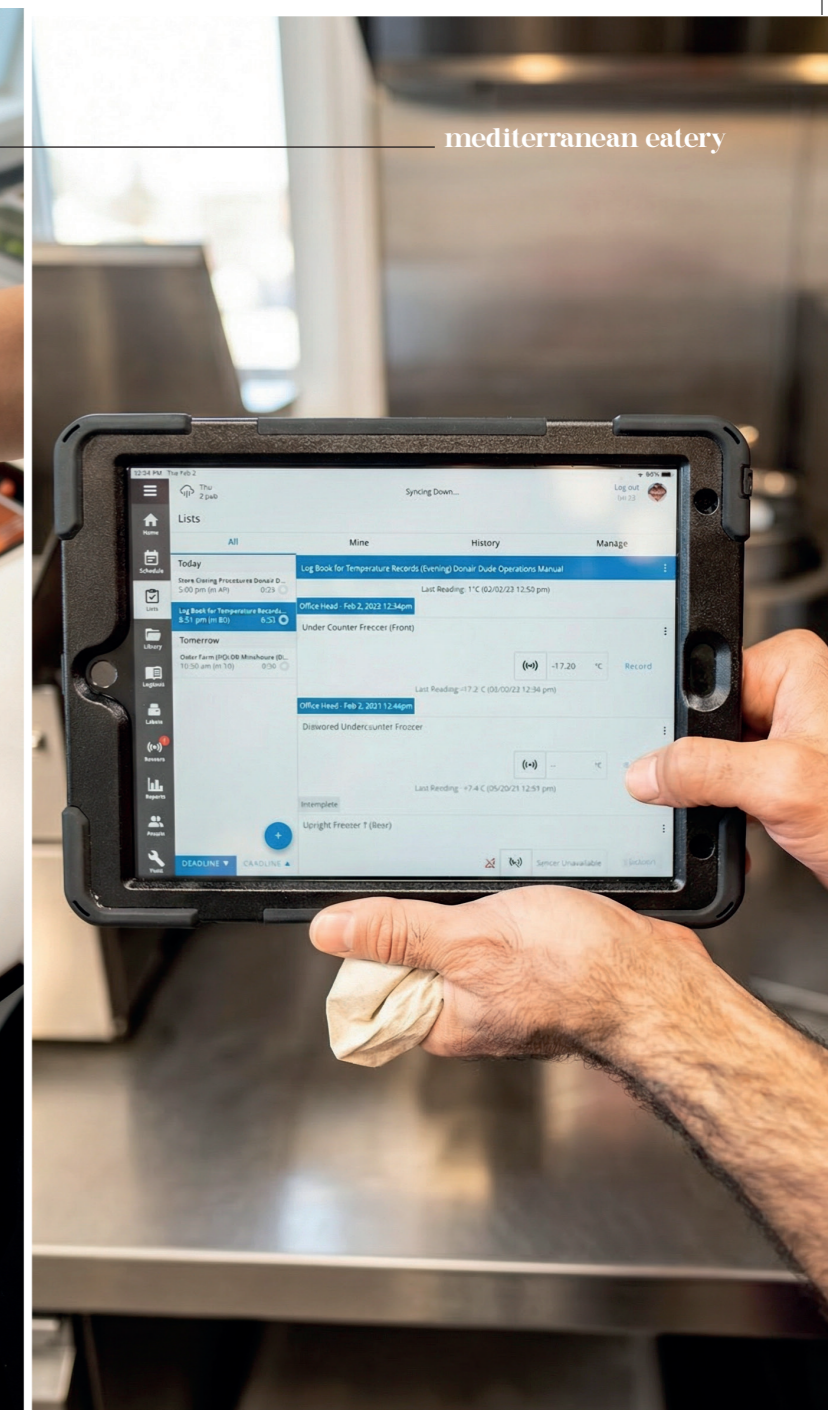
Innovation is ongoing at Donair Dude. We continuously research trends and develop new menu items to keep the brand fresh and competitive.

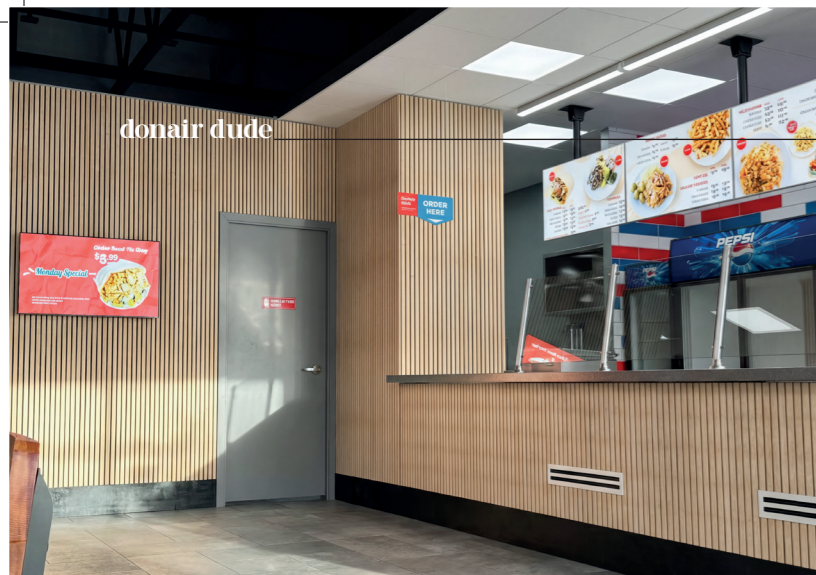
- Introduction of new and healthy offerings
- Full recipes, preparation methods, and training provided
- Seamless operational and marketing integration for new items

This ensures your restaurant stays current and appealing to evolving customer preferences.

BUILT FOR FRANCHISE SUCCESS

Every system at Donair Dude, from training and operations to marketing and menu development, is designed to support your success. You focus on delivering excellent guest experiences while we provide the structure, tools, and expertise behind the scenes.





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CONCEPT & DESIGN

Donair Dude is a modern fast-casual concept designed to work efficiently in a variety of commercial spaces while maintaining a strong, consistent brand identity.

RESTAURANT FORMATS

Donair Dude locations operate in flexible footprints:

- **Kiosk / Food Court Units:** approx. 500 sq ft.
- **Storefront / Strip Mall Locations:** 900–1,400 sq ft.

Each format is planned to support efficient operations and strong customer flow.

BRAND & INTERIOR DESIGN

Our design approach focuses on clean, modern, and practical interiors:

- Mediterranean-inspired finishes
- Bright, welcoming look
- Open kitchen line
- Digital menu boards and branded signage

OPERATIONAL LAYOUT

Layouts support fast, safe, and consistent food preparation:

- Streamlined prep and production lines
- Clear separation of operational zones
- Optimized equipment placement

Full compatibility with the Donair Dude menu

DESIGN & CONSTRUCTION SUPPORT

Franchisees receive complete design guidance, including:

- Proposed layout and design plans prepared by the Donair Dude Design Team for the architect
- 3D renderings showing the final appearance of the restaurant
- Equipment and furniture list with specifications and shop drawings
- Interior and exterior signage design provided by the Donair Dude Design Team
- Coordination support with architects, engineers, and contractor
- Assistance with permits and municipal requirements



STEPS TO OPENING YOUR DONAIR DUDE

Moving from your initial inquiry to signing a Franchise Agreement and opening your Donair Dude restaurant is an exciting journey. It requires time, careful planning, and open communication.

Our goal is to ensure you have all the information you need to make an informed decision about joining the Donair Dude Franchise System. We encourage you to review all materials thoroughly, speak with us openly, and connect with existing Franchisees whenever possible.

1. INITIAL INQUIRY & APPLICATION

Begin by completing the online inquiry form at www.donairdude.com/franchising. You will receive the Franchise Information Kit along with the Franchise Application Form. Complete and return the form with all required supporting documents.

2. INTERVIEW & PRE-APPROVAL

Once your application is reviewed, we schedule an introductory telephone interview. If the preliminary qualifications are met, we issue a Pre-Approval Letter and request the required financial verification documents.

3. FINAL APPROVAL & DISCLOSURE DOCUMENTS

After your financial verification is complete and you receive final approval, we provide the Franchise Disclosure Document (FDD). You are encouraged to conduct full due diligence, including legal and financial review.

4. DISCOVERY DAY

You attend an in-person Discovery Day to meet members of our team, tour a Donair Dude location (when available), and gain deeper insight into our operations, systems, and brand culture.

5. FRANCHISE AGREEMENT

Once you have completed your due diligence and feel confident proceeding, you sign the Franchise Agreement, officially becoming a Donair Dude Franchise Partner.

6. SITE SELECTION & LEASE SIGNING

We help you in evaluating potential sites that meet Donair Dude's location criteria. Once you identify a preferred location, Donair Dude reviews and approves the site to ensure it aligns with our standards. After approval, you work directly with the landlord to prepare, negotiate, and finalize the Offer to Lease. Once all conditions are satisfied, the final lease agreement is executed.

7. DESIGN, PROFESSIONAL CONSULTANTS & PERMITS

The Donair Dude design team provides the proposed layout and design plan for the restaurant. You hire an architect, a mechanical engineer, and any other professionals required by the municipality. Final design plans are completed and submitted for building and health permits.

8. CONTRACTOR & CONSTRUCTION

You hire an approved contractor. Construction begins once permits are issued and proceeds in accordance with Donair Dude specifications, design standards, and brand requirements.

9. PRE-OPENING SETUP

All equipment, furniture, fixtures, and signage are ordered, delivered, and installed.

Store layout, technology systems, and operations are set up in preparation for training and opening.

10. TRAINING, INSPECTIONS & APPROVALS

You complete the Donair Dude franchise training program. Your team is hired and trained.

Municipal, fire, and health inspections are completed. A Franchisor Site Approval confirms compliance with all Donair Dude standards. Once all requirements are met, the municipality issues your Occupancy Permit.

11. GRAND OPENING

Your Donair Dude restaurant opens to the public. Our team provides on-site and ongoing support to ensure a strong, successful launch.



FREQUENTLY ASKED QUESTIONS

HOW DO WE GET STARTED?

The first step in our process is completing the **Donair Dude Franchise Application**. This application is **non-binding** and serves only to assess mutual compatibility.

Once we receive and review your application, a member of our team will contact you to schedule a personal meeting. If both parties wish to move forward and continue the exploration process, our Franchising Department will, when appropriate, provide you with our **Franchise Disclosure Document (FDD)** for your review.

WHAT TYPES OF OPPORTUNITIES ARE AVAILABLE?

Individual and Multi-Unit Franchise opportunities are available.

WHAT IS THE TERM OF THE FRANCHISE AGREEMENT?

The franchise agreement typically matches the term of your lease, which is usually 10 years, with renewal terms that align with any subsequent lease renewals.

WHAT IS THE INITIAL FRANCHISE FEE?

Donair Dude has an initial franchise fee of \$30,000 (plus applicable taxes).

HOW MUCH DOES IT COST TO GET A DONAIR DUDE FULLY OPERATING?

The total investment to open a Donair Dude franchise including the franchise fee, construction, equipment, opening inventory, and grand opening budget typically ranges from **\$400,000 to \$600,000**, with final costs varying by location based on factors such as lease space size, municipal requirements, permitting, and landlord conditions, all of which are assessed collaboratively by Donair Dude and the Franchise Owner.

HOW MUCH IS THE ROYALTY FEE?

There is a 6% Franchise Royalty fee calculated monthly based on Gross Sales. At this time, we are offering a **12-month royalty-free period**, during which the **6% Royalty Fee is waived** for the first year of operation.

HOW MUCH IS THE MARKETING FEE?

Our marketing contribution is 2% of monthly gross sales. Franchisees shall spend at least 1% of gross sales on local marketing and advertising.

WILL DONAIR DUDE ASSIST ME IN FINDING A SUITABLE LOCATION?

We assist all signed Franchise Owners in finding suitable locations. Donair Dude must approve all sites before any lease can be signed. We use demographic software, Census Canada statistics, Street Counts, various financial models, and significant in-house real estate experience to help evaluate locations.

DOES DONAIR DUDE OFFER FINANCING FOR A FRANCHISE?

Donair Dude does not currently offer any financing options internally. We will assist in providing contact information and company information to various lending institutions for application to the SBL (Small Business Loan) program.

HOW LONG DOES IT TAKE TO FIND A LOCATION?

Timelines for securing a suitable location can vary. Factors such as market availability, local competition, new real estate developments, and overall economic conditions within each city all influence how quickly an ideal site can be identified.

WHO SIGNS THE LEASE?

For the most part, Franchise Owners are responsible for executing leases. However, depending on the situation, Donair Dude will sometimes go on the head lease.

HOW LONG DOES IT TAKE TO OPEN A DONAIR DUDE FRANCHISE?

Typically, it takes 20-28 weeks from the lease signing to be fully operational and conducting business. This can vary from location to location, depending on permits and bylaws.

DO I RECEIVE TRAINING FROM DONAIR DUDE?

Our extensive training program comprises 40 hours of classroom instruction and 80 hours of in-store operations. It is a comprehensive program that covers local store marketing, bottom-line management, food costing and scheduling. It will also train the Franchise Owner on recipes and the day-to-day operation of a Donair Dude restaurant.

There is also an initial store opening support service, where the Donair Dude Operations Manager will assist with the restaurant's opening.

DO I NEED TO OPERATE THE STORE MYSELF?

Yes. We require each Franchise Partner to attend our initial training program, be actively involved in the business full-time (40+ hours per week), and uphold all Donair Dude operating standards.

For Franchise Partners who own multiple locations, employing dedicated, certified store managers is permitted; however, active oversight and engagement from the franchise partner remain essential.

WHO SETS THE PRICES AND DESIGNS THE MENU?

Our Head Office develops and maintains the full Donair Dude menu, including pricing for both in-store and third-party online ordering platforms. Centralized menu management ensures consistency in product offerings, quality, and value across all locations, providing customers with a consistent experience regardless of where they order from.

HOW MUCH CAN I EXPECT TO EARN FROM OWNING A DONAIR DUDE?

Store results vary based on income, costs, rent levels and several other costs/variables. All restaurants perform independently and are exclusive to their own business environment.





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