

SERVING THE FINEST PUB FARE SINCE 1987



FRANCHISE

INFORMATION REPORT

FIRKINHG.COM/FIRKIN-PUBS-FRANCHISING

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THE FIRKIN PUBS STORY

The Firkin Group was founded in 1987. The vision was to create a “home away from home” for guests - a place where all would be comfortable and welcome and where delicious food and perfect pints would be delivered with Genuine Hospitality in a casual, fun environment. Really, what a great pub should be...
An extension of your living room!

Clearly, the formula was the right one. 38 years later we have grown to 21 locations in Southern Ontario and one in Halifax Stanfield International airport.



38 years on, we remain true to our roots. Every street side Firkin is a neighbourhood pub offering an eclectic and expansive menu with comfort food classics, British pub favourites and dishes that are on trend without being “trendy”.

Of course, no pub can be a pub without a great beverage menu of tasty beers on tap, cans and bottles, ciders, seltzers, as well as specialty cocktails and numerous wines by the glass and bottle.

Great food, frosty pints, warm hospitality, comfortable and casual.

Welcome home to your FIRKIN PUB!



WHY CHOOSE FIRKIN PUBS



ESTABLISHED BRAND WITH PROVEN SUCCESS

Firkin Pubs has a long-standing reputation for delivering a unique British pub experience. With decades of successful operations, the brand is recognized and trusted, providing instant credibility to franchisees.

TURNKEY BUSINESS MODEL

We offer a comprehensive, easy-to-implement franchise system. From site selection and pub design to menu development and staff training, every aspect is tailored for seamless setup and operations.

STRONG INDUSTRY DEMAND

The pub and casual dining industry continues to grow as people seek social spaces with great food, drinks and atmosphere. Firkin Pubs cater to this demand by combining a casual dining experience with a lively pub ambiance.

COMPREHENSIVE TRAINING AND SUPPORT

Franchisees receive extensive support, including initial training for operations, marketing and management, as well as ongoing assistance in building a loyal customer base and managing efficient daily operations.



WHY CHOOSE FIRKIN PUBS



DIVERSE AND CROWD-PLEASING MENU

Our menu blends traditional pub fare with modern culinary trends, offering a wide range of options to satisfy diverse customer tastes, from signature British classics to innovative comfort foods and beverages.

LOCAL MARKETING EXPERTISE

Benefit from marketing strategies tailored to your location. Our centralized marketing team provides tools and resources to ensure effective promotion while allowing flexibility for localized campaigns.

COMMUNITY-ORIENTED AND FLEXIBLE FORMAT

Firkin Pubs thrive in diverse settings, from urban neighborhoods to suburban shopping centers. As a social hub, the brand encourages community engagement, making it a go-to spot for locals. Franchisees can choose pub sizes and formats that fit their market.

SCALABLE INVESTMENT OPTIONS

Firkin Pubs offer scalable models to fit various budgets and real estate spaces. From smaller, intimate community pubs to larger flagship locations, franchisees can grow their investment over time.



WHY CHOOSE FIRKIN PUBS

EXCLUSIVE TERRITORY RIGHTS

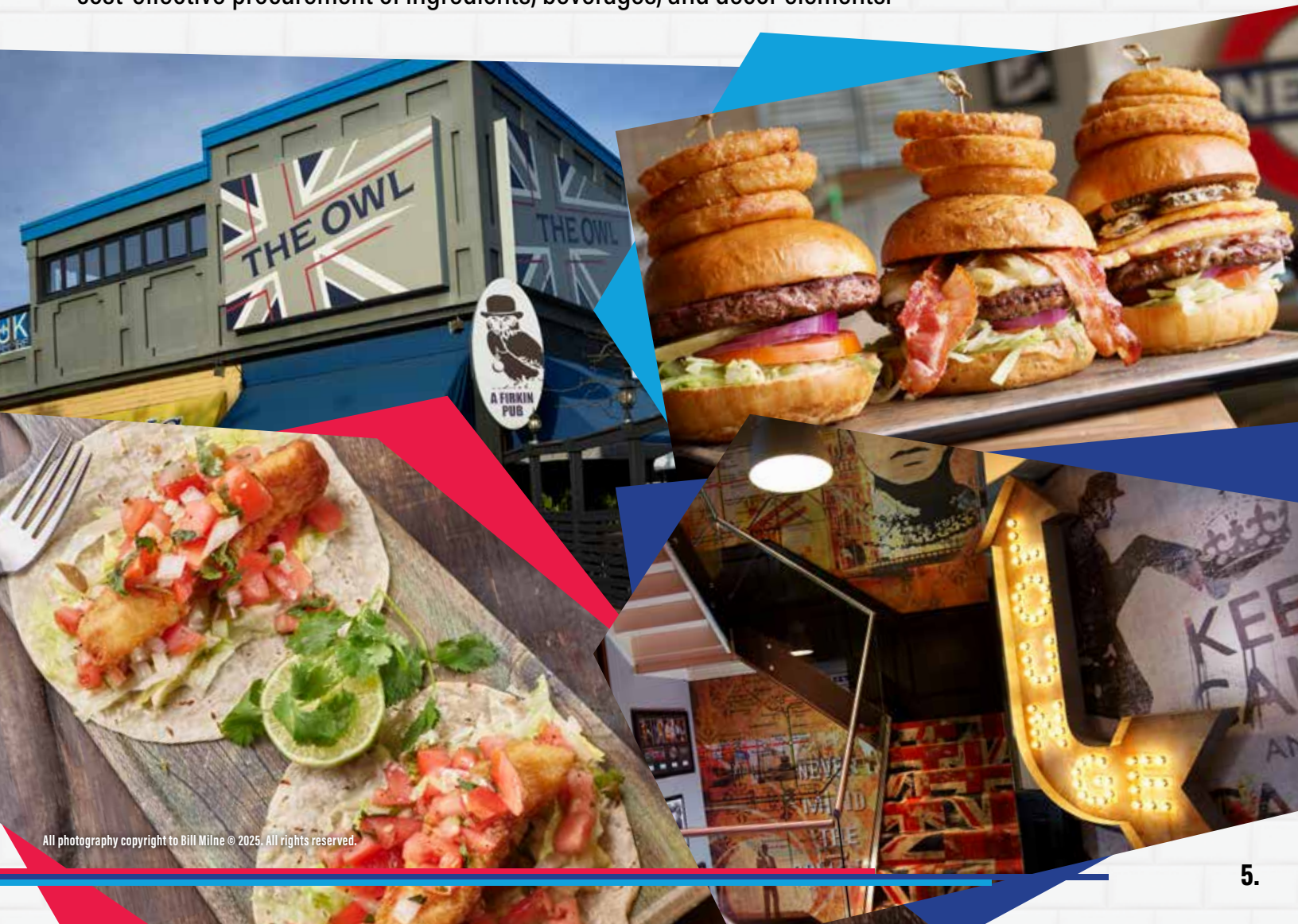
Franchisees are granted exclusive territories, reducing competition and allowing them to maximize the potential of their local market.

REVENUE STREAMS BEYOND DINING

Firkin Pubs incorporate multiple revenue streams, including food, beverages, catering, and event hosting, providing opportunities to boost profitability and establish the location as a community hub.

HIGH-QUALITY VENDOR RELATIONSHIPS

The franchise benefits from well-negotiated partnerships with trusted suppliers, ensuring cost-effective procurement of ingredients, beverages, and décor elements.



CANDIDATE PROFILE



ARE YOU THE PERFECT FIT FOR A FIRKIN FRANCHISEE?

PASSION FOR HOSPITALITY

You love creating a welcoming environment where guests feel at home, enjoy great food, and experience outstanding service

LEADERSHIP SKILLS

You have strong people skills, whether it's leading your team, engaging with guests, or collaborating with suppliers. If you're a natural leader, you'll thrive with Firkin Pubs

ENTREPRENEURIAL DRIVE

You're ready to own and operate your own business, leveraging the Firkin brand to achieve success. A hands-on approach and a commitment to building your location are key

COMMITMENT TO EXCELLENCE

You believe in maintaining high standards of quality, cleanliness, and customer experience. Attention to detail and dedication are at the core of everything you do

FINANCIAL PREPAREDNESS

You have the resources to make the initial investment and the drive to maximize profitability. Firkin Pubs will guide you in setting up a financially sustainable operation



START UP COSTS

FRANCHISE FEE

\$40,000

BUILD-OUT + EQUIPMENT

\$500,000 - \$1.2M

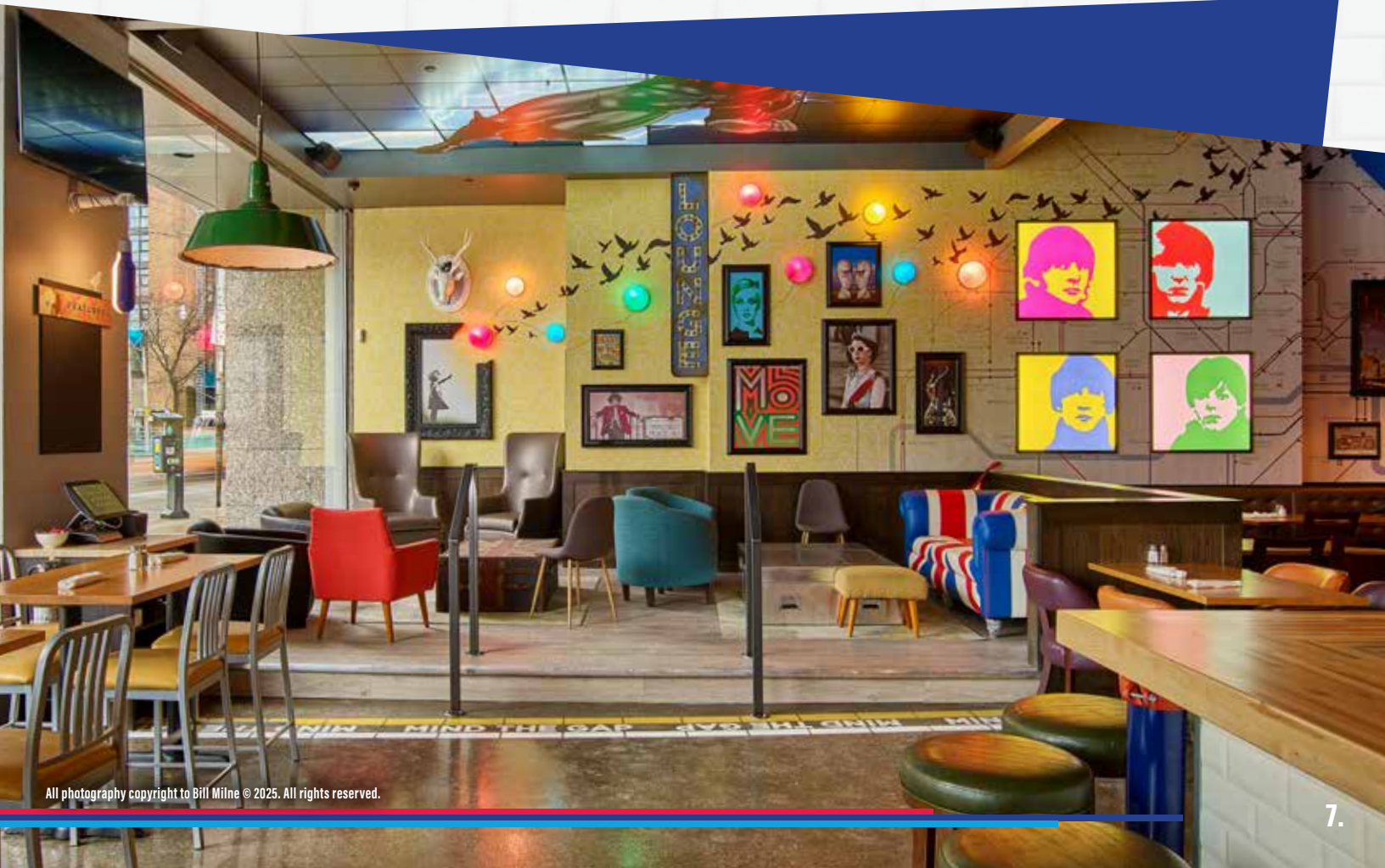
(Depending on size & location)

CAPITAL REQUIREMENT

\$200,000 - \$480,000

ROYALTY FEE

5% of Gross Sales





F.A.Q.s - FREQUENTLY ASKED QUESTIONS

WHAT IS THE INITIAL INVESTMENT REQUIRED TO OPEN A FIRKIN PUB?

The total investment ranges from \$500,000 to \$1,200,000, depending on the size and location of the pub.

WHAT KIND OF TRAINING AND SUPPORT WILL I RECEIVE?

Firkin Pubs provides comprehensive training, including operational management, marketing, and customer service. Ongoing support is available for marketing, menu updates and operational efficiency.

DO I NEED PRIOR EXPERIENCE IN THE RESTAURANT OR PUB INDUSTRY?

While prior hospitality experience is helpful, it is not required. We look for franchisees with strong leadership skills, a passion for hospitality, and a commitment to excellence.

HOW LONG DOES IT TAKE TO OPEN A FIRKIN PUB?

From signing the franchise agreement to opening your doors, the process typically takes 6-12 months, depending on location selection, construction, and permitting.

WHAT ARE THE ONGOING FEES?

Franchisees pay a 5% royalty fee on gross sales to support local and national marketing campaigns.

WILL I HAVE A PROTECTED TERRITORY?

Yes, all franchisees are granted exclusive territory rights to minimize competition and ensure market potential is maximized.

CAN I CHOOSE MY OWN LOCATION?

Firkin Pubs assists you with site selection, ensuring your location has the best chance for success based on market research and demographic studies.

HOW DOES FIRKIN PUBS SUPPORT MARKETING EFFORTS?

We provide professionally designed marketing materials and promotional campaigns, along with guidance to implement local marketing strategies.

WHAT KIND OF MENU FLEXIBILITY DO I HAVE?

While the core menu is standardized, franchisees can offer limited regional specials to cater to local tastes, with approval from the corporate team.

HOW DO I GET STARTED?

Begin by filling out our franchise inquiry form. Our team will guide you through the process, from your initial application to opening day.

NEXT STEPS

1 .

BOOK A CALL WITH OUR FRANCHISE TEAM

Let's start the conversation! Schedule a no-obligation call with our franchise experts to discuss your goals, answer your questions, and explore how Firkin Pubs can help you achieve your entrepreneurial dreams.

2 .

FILL OUT AN APPLICATION

Take the first official step by completing our franchise application. This helps us understand your background, goals, and qualifications, ensuring we're the perfect fit to build your Firkin Pub together.

3 .

VISIT A FIRKIN PUB

Immerse yourself in the Firkin experience by visiting one of our pubs. See how our brand comes to life—from the lively atmosphere to the exceptional food and drinks. You'll get an up-close look at what makes Firkin Pubs so successful and envision how you can create a thriving community pub in your location.



GET IN TOUCH

QUESTIONS?

We're here to help! We are looking forward to speaking with you and excited that you want to be a part of the Firkin Group of Pubs!

FEEL FREE TO REACH OUT!



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firkinhg.com/firkin-pubs-franchising



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WE'RE A PUB. A BRITISH ONE, TOO.
 SO, FROM HERE ON IN, READ EVERY-
 THING WITH YOUR BEST ENGLISH
 ACCENT. WE'VE BEEN SLINGING
 FROSTY PINTS AND SERVING SOME
 OF THE FINEST PUB FARE YOU
 FIND SINCE 1987.



**FIRKIN
 PUBS**

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