



AU PAIN DORÉ®

OUR SAVOIR FAIRE
Ready to be served

JOIN AU PAIN DORÉ AS A FRANCHISE OWNER TODAY!





WHO ARE WE?

With more than 65 years of history, Au Pain Doré is the combination of artisanal methods and modernization. Au Pain Doré is a friendly Montreal-based bakery café that offers neighbourhood communities fresh and authentic gourmet products prepared on site.

Au Pain Doré is a subsidiary of a French-based Groupe Le Duff, which has over 1,500 restaurants across five continents and 100 countries. Known for great tasting, freshly prepared food at an unbeatable value. Au Pain Doré is now on an aggressive growth plan across Canada.

Since 1976 Group Le Duff invites the entire world to eat



100

COUNTRIES ON 5 CONTINENTS

1,000,000

CLIENTS SERVED EVERY DAY



30,000

EMPLOYEES

10

PRODUCTION PLANTS



1,550

RESTAURANTS & BAKERIES

FORMATS

RESTAURANT

1,000 to 2,500 square feet:

600k Investment

Lots of seating with an outdoor terrace

Complete product offering

Open seven days a week.

KIOSK

400 to 700 square feet

350k Investment

A kiosk-style space with common seating
in a food court or transit station



YOU ARE ACCOMPANIED

from A to Z

PROFITABLE FRANCHISES

We offer a proven business model with continuous enhancement of margins and business health.

SUPPORT & TRAINING

Pre-opening support and on-going support.
Point of Sale system support. Loyalty program and app.
We offer you our personalized training.

CONSTRUCTION/RENOVATIONS

We work together on the construction or renovations that need to be done. We have a flexible concept with various footprints and attractive build costs.

MARKETING & COMMUNICATION

We help you by positioning the Au Pain Doré brand to consumers and drive traffic to your store. Appealing to various demographic groups with an innovative and delicious product offering.

SUPPLY CHAIN

Preferred supplier pricing with affiliates.

PRODUCTS

We offer fresh products for all day parts: pastries, hot beverages, salads, sandwiches, soups as well as desserts and daily freshly baked bread on site.

BRAND AWARENESS

Take advantage right from the start of a longstanding brand in significant growth and recognized throughout Canada.



BECOME A FRANCHISEE

in 6 easy steps!

- 1 Submit Franchise Application
- 2 Meeting & Store Visits
- 3 Submission of Business Plan
- 4 Site Selection
- 5 Discovery Day with Corporate Team & In-store evaluation
- 6 Franchise Disclosure Document, Training



FAQ!

FINANCIAL REQUIREMENTS

Unencumbered Cash of 35%
Working Capital
\$50,000/unit

Included in Investment Cost:

- ✓ Construction of store including leasehold improvements
- ✓ FF&E Package - Furniture, Fixtures, Equipment
- ✓ POS
- ✓ Permits & Drawings
- ✓ Internal Project Management Fee
- ✓ Franchise Fee
- ✓ Preparation of Franchise Documents
- ✓ Training Fee

FEES & INVESTMENT FACTS

Initial Franchise Fee \$30,000 per location
Royalty Fee 6%
Ad Fund Fee 2%
Local Advertising 1% or as per lease
Estimated Investment: \$350,000-\$600,000+

Excluded from Investment Cost:

- ✗ Start-up costs
- ✗ Grand opening
- ✗ Inventory



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