



AU PAIN DORÉ®

OUR SAVOIR FAIRE
Ready to be served

START YOUR JOURNEY WITH AU PAIN DORÉ TODAY!





Who are we?

With over 65 years of history, Au Pain Doré blends traditional French artisanal methods with modern café culture. Founded in Montreal, this warm and welcoming bakery café is known for offering fresh, gourmet products prepared daily on-site for the local community.

A proud subsidiary of France-based Groupe Le Duff, a global leader with more than 1,500 restaurants across five continents and 100 countries. Au Pain Doré is recognized for its delicious, freshly prepared food at exceptional value.



Benefits of Becoming an Au Pain Doré Franchisee



Scalable Business Model

Our franchisees gain access to a proven system designed for franchise expansion.

Long-Standing Brand Awareness

Founded in 1956, Au Pain Doré is a trusted name in French bakery tradition, with decades of brand loyalty and recognition behind every croissant.

Ongoing Support

From day one and throughout your journey, we provide hands-on operational, marketing, and technical support to ensure you stay on track and thrive.

Comprehensive 6-Week Training Program

No restaurant experience? No problem. Franchisees receive in-depth, hands-on training covering everything from food prep & safety, to marketing, to customer service and daily operations.

Assistance in Site Selection

We'll work together to help you find, evaluate, and secure the ideal location based on traffic, demographics, and business potential.

Preferred Supplier Pricing

Leverage our established supplier relationships to benefit from competitive pricing on quality ingredients and materials, helping boost margins and consistency.

Growing Market Demand

The appetite for high-quality, French-inspired cafés continue to grow in North America, especially for brands offering freshly baked goods, premium coffee, and welcoming café environments.



Building your Bakery Café: Franchise Investment *Snapshot*

FEES & INVESTMENT*

Initial Franchise Fee \$30,000 per location
Royalty Fee 6%, Advertising Fee 2%.

Estimated Total Investment*:

Restaurant \$650K-\$750K+
Kiosk \$350K+

Included in Investment Cost:

- ✓ Construction of store including leasehold improvements
- ✓ Furniture, Fixtures, Equipment, Smallwares, Signage
- ✓ Insurance
- ✓ Point-of-Sale System, Screens, Tech set up
- ✓ Permits & Drawings
- ✓ Internal Project Management Fee
- ✓ Franchise Fee
- ✓ Preparation of Franchise Documents
- ✓ Training Fee

Excluded from Investment Cost:

- ✗ Start-up costs including opening Inventory
- ✗ Grand opening
- ✗ Rent/Land costs

FINANCIAL REQUIREMENTS

Unencumbered Cash of 35% plus Working Capital

*Fees are subject to change.



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

We Offer Flexible Concepts



Restaurant

1,200 to 2,000 SF • \$650K - \$750K+ Investment

Indoor seating with an outdoor patio • Complete product offering

Open 5-7 days per week • Dine in, catering, delivery



Kiosk (walk-up)

400 to 700 SF with off-site storage • \$350K+ Investment

Common or Designated Seating Area

FAQ!

What are the ongoing fees?

6% royalty and 2% advertising of gross sales collected on a periodic basis.



Am I the right fit?

If you're comfortable following a proven system & operating within set brand guidelines.

If you're passionate about food, service, and creating great guest experiences.

If you have a willingness to learn, this opportunity may be for you!

Do I need experience working in restaurants?

No. Our 6-week training program immerses franchisees in the day-to-day operations and prepares you to operate your location. One-week on-site support is also provided upon opening.

Do I need to have leadership and team management skills?

Leadership skills are a plus. You'll need to hire, train, and motivate your staff daily.

What kind of ownership structures are there?

An owner operator is preferred. However, other investor partnerships and structures will be considered particularly in multi-unit deals.

Do I need to work long hours, including weekends, and holidays?

If you're the owner operator, yes. At least in the first year, hands-on involvement is often critical as franchisees wear multiple hats.

How does financing work?

The franchisee is responsible for securing financing. However, we have relationships with banks and third-party vendors and can make the necessary introductions.

Take the first step toward franchise ownership today!

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