

Making a Real Difference Starts with Owning a Heart to Home Meals Franchise



Our Story

Healthy, Great Tasting Meals Designed for Seniors

When you join Heart to Home Meals, you're joining the apetito Group, a food specialist company with 60 years of experience, more than nine thousand employees and over \$1 billion in annual sales. Every day, the apetito Group feeds more than 1.3 million people through healthcare and long-term care facilities, private home deliveries, and Meals on Wheels.



Our story began in 1991 with our sister franchise Wiltshire Farm Foods in the United Kingdom. After many years of success in the UK delivering nutritious meals to seniors in their homes, we decided to expand our franchise model. We brought our business to Canada in 2007 and changed our name to Heart to Home Meals in 2016. Since then, we've continued to grow, open new franchises, and evolve into one of Canada's leading meal delivery brands.

Seniors love us! They get great tasting, nutritious meals that are simple to prepare so that they can remain independent and enjoy their time at home. We believe life should get easier as you age, and we want to make sure that seniors can live better without worrying about shopping for or preparing their own meals.



The Opportunity

An Aging Population An Expanding Market

Canadians are getting older, and as they age, many are looking for ways to remain in their home for longer. As the number of seniors over the age of 65 continues to increase, the need for meal delivery services aimed specifically at this population increases as well.



The Grey Tsunami

10 million

seniors in Canada by 2036

1/3

of seniors are at a nutritional risk

64%

of senior patients can't be discharged from care due to a lack of support at home

93%

of seniors live at home

Well Positioned for Long-Term Success

\$10 million

total revenue in 2019

30%

average like for like growth in 2019

50,000

seniors living independently in their homes in each protected territory

How We're Unique



A Unique Opportunity to Grow Your Business

All our franchisees are dedicated to helping seniors, and they're rewarded each day by seeing how they are making a difference in their customers' lives.



An Emphasis on Seniors and Nutrition

Seniors are a vulnerable population, and one of the biggest challenges is getting the right levels of nutrition while also eating food they enjoy. Our 200+ meals, soups, and desserts are designed specifically for seniors, and our menus are updated twice a year by our innovative team of chefs. Everyone can find a great tasting meal that fits their diet and lifestyle.

- **Breakfast/lunch/dinner/snacks**
- **Multiple portion sizes**
- **Meat and vegetarian**
- **Minced and pureed**
- **Special diets**
- **Researched and tested with seniors**



No Ongoing Royalties or Fees

Unlike other franchises, we don't take ongoing fees or royalties. You purchase the meals from us and sell them to your customers. This simple model is designed so that you can focus on growing your business.



Veterans Independence Program

Heart to Home Meals is proud to be part of the Blue Cross Veterans Independence Program. Under the program there are no additional costs for franchisees, and Blue Cross pays for the meals of veterans and their families up to a specified amount, making it a substantial revenue opportunity. For franchisees with a large veteran population, the program represents as much as 20 percent of their sales.



An Award-Winning Brand

We're extremely proud to have been presented with the Franchisee's Choice Award by the Canadian Franchise Association for five years in a row! To win this award, our franchisees had to give their seal of approval after interviews with the CFA. When the results were in, we ranked among the top franchises in Canada.

What We Offer

The Support You Need to Succeed

When you join Heart to Home Meals, you'll be given all the tools, support, and training needed to run a successful franchise.



Local Marketing Incentives

We provide each franchisee with \$20,000 of initial marketing support, \$2,500 per quarter to support local marketing initiatives, and an additional \$4,000 of matched spending on an annual basis.

Location and Set Up

We support you through the legal and financial elements of your franchise purchase, as well as guidance around the correct cold storage, vehicles, and office requirements.

Inventory Shipment Subsidy

Your first year's shipping fees are fully covered by us. After that, you'll pay a flat monthly rate of \$400 to ship inventory to your location weekly, regardless of where you are and how much you're ordering.

Marketing and Advertising Assets

Each franchisee has access to Heart to Home Meals marketing assets, including TV and radio ads, direct mail campaigns, brochures, promotional offers, menus, and other materials as needed.

Ongoing Training and Support

All franchisees undergo a minimum 10 days of on-site training at one of our established locations and additional launch support at your franchise's location. From there, ongoing network meetings and support calls mean you always have somewhere to turn for help.

Tools and Software

Our online ordering tool makes it easy for seniors to select and purchase the meals they want, while our CRM system and other software tools make it simple for you to manage your business. A dedicated IT support team is available to resolve any issues.

Running Your Business

A Hands-On Franchise That Works for You

We've developed proven operational manuals, systems, and procedures to help you make a great impression with customers while giving you the flexibility to manage and grow your business in the way that works best for you.

From Our Kitchen to Your Customers' Freezers

Managing inventory and ensuring deliveries is your main responsibility as a Heart to Home Meals franchise owner. We make all our meals in Ontario and deliver them to your freezer on a weekly basis. From there, you handle customer orders and you or your delivery team brings them to the customer's home, placing them directly into their freezer if the customer wants. Drivers get to know their customers and build relationships with them over time, turning deliveries into social opportunities that customers can look forward to.

Marketing Your Business in the Field

Franchisees regularly work with local community health partners to spread the word about Heart to Home Meals. Not only does this help seniors discover the brand, it also helps to alleviate pressure on the health system by giving seniors an opportunity to return home after hospitalization. As a franchisee, a big part of your role will be developing these relationships and marketing your business.



Franchise Success Stories

Why Our Franchisees Love Heart to Home Meals

Wayne and Lisa

Nova Scotia, Franchisees Since 2018

“ Managing inventory and ensuring deliveries is your main responsibility as a Heart to Home Meals franchise owner. We make all our meals in Ontario and deliver them to your freezer on a weekly basis. From there, you handle customer orders and you or your delivery team brings them to the customer’s home, placing them directly into their freezer if the customer wants. Drivers get to know their customers and build relationships with them over time, turning deliveries into social opportunities that customers can look forward to.



Katherine

Niagara, Ontario Franchisee

“ My favourite part about being a franchise owner is being able to run my business hands on. There are many other franchise opportunities where you would have little to no ability to display your own entrepreneurial flare. Heart to Home Meals is not one of them. You have lots of help and support from head office, but you are your own boss. Head office is incredibly supportive, as are other franchisees. Everyone is more than willing to answer any questions you may have. They are a friendly bunch and I always look forward to meeting in person.

Investment and Who We're Looking For



Investing in Your Business

Like any business, opening a Heart to Home Meals franchise means making an investment. Below are some basic numbers you should be aware of before applying.

Initial Franchise Fee

\$40,000

Note that if you are looking to buy an existing franchise, you would need to pay an additional goodwill.

Refrigerated Van

\$35,000 - \$40,000

Walk-In Freezer

\$40,000 - \$60,000

Office & Improvements

\$10,000 - \$15,000

Capital Required

\$35,000



Characteristics of a Successful Franchisee

In addition to the financial investments required, we've found that certain types of people achieve success as a Heart to Home Meals franchisee. These are people who are:

- **Caring, empathetic, and understanding in their work**
- **Comfortable interacting and working with seniors**
- **Hands-on and looking to be involved in all aspects of the business**
- **Self-starters with a history of entrepreneurship or small business ownership**
- **Able to work in a process-driven business model**

Frequently Asked Questions

How do I store inventory, and how much inventory do I need to have on hand?

You will need a walk-in freezer as part of your initial investment. Once your business is up and running and you are familiar with your customers, you should keep at least 2-3 weeks of inventory on hand at any given time.

How do customers order meals?

Customers have two options for ordering. Our ecommerce site allows seniors to select their meals online. Since many of our customers are older, most orders are done over the phone with you directly.

Can I open more than one Heart to Home Meals franchise?

We expect our franchisees to be hands-on and personally involved in the day-to-day operation of their business. For this reason, franchisees can only own and manage a single location.

Does Heart to Home Meals offer financing?

Currently we do not offer financing to franchisees.

How long does it take to open a new location from when I sign an agreement?

There are many factors that go into opening a new Heart to Home Meals franchise. Typically, it takes at least three months to open.

How are territories selected?

Each protected territory has at least 50,000 seniors aged 65 or older. Franchisees are responsible for all meal deliveries within their territory.

How long is a franchise term?

Franchises are awarded for an initial 7-year term. Renewal fees are 50 percent of the franchise fee at the time or \$20,000, whichever is less.



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