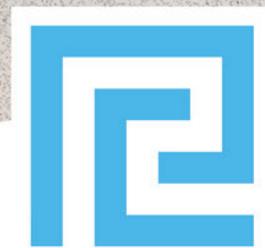


**OPA!**  
OF GREECE

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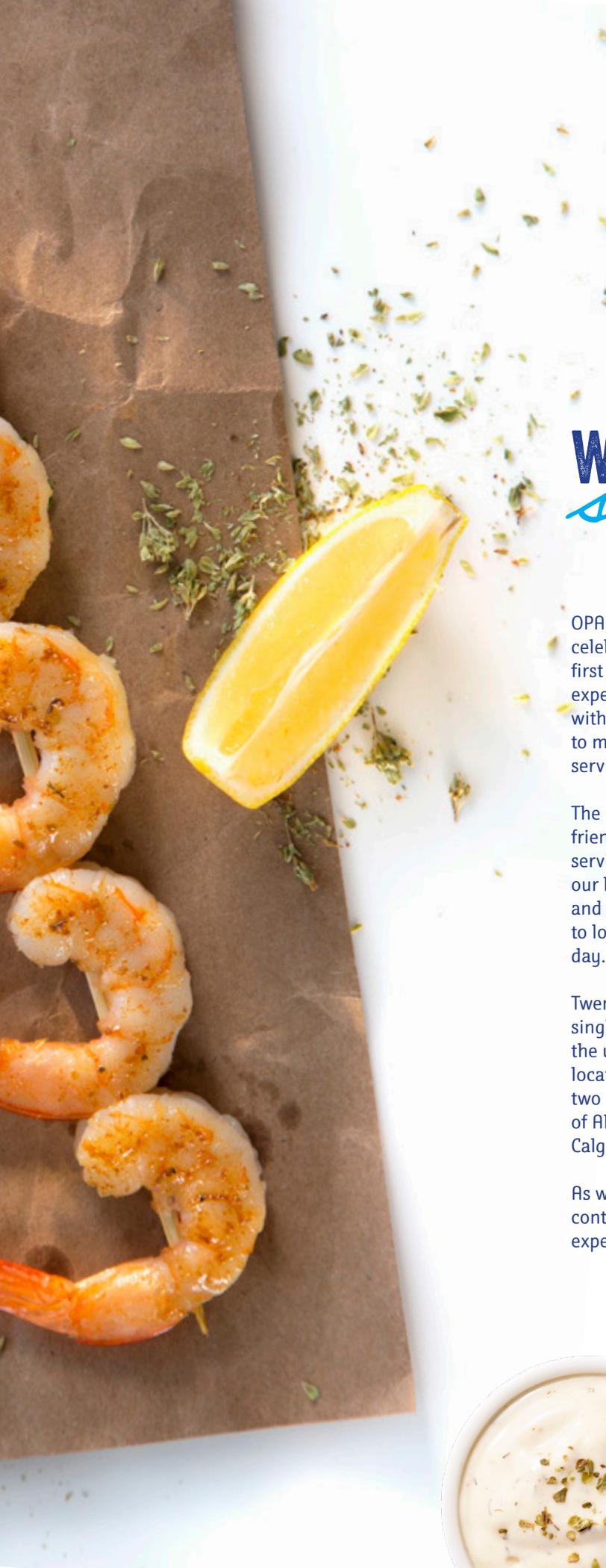
*the power of*

**GOOD FOOD**

**OPA! OF GREECE**

Franchising Information





## WE STARTED WITH A *souvlaki skewer* AND A DREAM

OPA! is a Greek word used to express happiness, and evokes the joy and celebration of feasting with family and friends. When OPA! opened its first mall restaurant in 1998, the idea was simple: change the "fast food" experience by offering delicious, wholesome Mediterranean cuisine with outstanding customer service. By using high-quality ingredients to make classic Greek dishes, we brought something new to the quick service industry.

The OPA! experience combines fresh Mediterranean cuisine with the friendly customer service we've become known for. We're a quick-service Greek restaurant, but that just refers to the time it takes to serve our lovingly-made dishes. From the first bite, you'll want to slow down and enjoy the moment with friends and family. We don't just want you to love your meal; we want to have made a positive difference in your day.

Twenty years later (franchising since 2001), OPA! has grown from a single restaurant to one of Canada's favorite Greek QSR choices and the undisputed leader among Mediterranean food restaurants. Our 100 locations span the country from Vancouver Island to Ontario, including two university locations; the University of Calgary and the University of Alberta, as well as the new YYC Airport US Departures terminal in Calgary.

As we grow and open new locations across the country, we continuously strive to transform our customers' expectations and dining experiences.



## OUR FOOD • • •

Our menu is packed full of original recipes that combine simple, high-quality ingredients in unexpectedly delicious ways. And we serve our dishes exactly how our customers want them - fast and fresh, with a variety of tasty food options for proteins, sides and salads. Our signature menu items are:



### GRILLED SOUVLAKI SKEWERS

Marinated and grilled souvlaki skewers of beef, pork, chicken, lamb, shrimp or gyro (pronounced "year-oh", gyro is a distinctly Greek mix of beef, lamb and spices).



### TZATZIKI SAUCE

An irresistible Greek staple, OPA!'s original tzatziki is a tangy, refreshing dip that blends garlic and cucumbers with a hint of lemon.



### SALADS

Two signature salads: Greek and Caesar, made fresh with quality veggies and original OPA! dressings.



### PITA WRAPS

Savoury souvlaki, gyro or falafel wrapped in warm pita bread, drizzled with our signature tzatziki sauce, and garnished with a choice of red onions, tomatoes, romaine lettuce, fresh jalapeño peppers and feta cheese.



### SIDES

Signature sides for every palate, including Olympus bowls, roasted Greek potatoes, crispy calamari, famous OPA! fries, hummus and rice pilaf.



### BAKLAVA

Featuring flaky layers of pastry with a crunchy-sweet filling of honey, almond and walnut, baklava puts a perfectly sweet finish on any OPA! meal.

## CANADIAN FRANCHISE ASSOCIATION AND AWARDS • • •

OPA! is a proud member of the Canadian Franchise Association (CFA) and abides by it's code of ethics. The Franchisees' Choice designation, presented annually by the CFA, is awarded to CFA member franchise systems for their solid rankings in franchisee satisfaction. These franchise systems take part in an independently - administered survey, wherein franchisees are asked to rate the franchisor in key areas of the franchise business model, such as franchisee selection process, information package, leadership, business planning and marketing, training and support, ongoing operations, and the relationship between Franchisor and Franchisee.

*"Being a Franchisee's Choice designee is a high honour," says Lorraine McLachlan, President & CEO, Canadian Franchise Association. "Because the program is voluntary, these franchise systems are to be commended for wanting to further examine the strength of the relationship they have with their franchisees and they are rightfully proud of achieving this designation."*



# WE'RE IN THIS TOGETHER • • •

When you join OPA!, we provide world-class support before you even make your first skewer - and well beyond. Our franchise support systems ensure you're set up for success, this includes:

**START-UP COSTS** • OPA!'s initial franchise fee is \$25,000 and total start up investment can be as low as \$350,000. Lenders generally require a minimum of \$150,000 in liquid capital to qualify for bank financing. See below for estimates of your required investment.

**STORE SETUP** • We provide a turnkey option that includes finding a high-potential location, negotiating the lease, designing your restaurant and managing contractors.

**PRODUCT DEVELOPMENT** • We're constantly working on new ways to keep customers coming back to every OPA! location. That means testing and developing new products for your restaurant.

**TRAINING** • Our intensive 4-week training program teaches you the foundations of running a store, from service through to recruitment. After that, you'll have access to ongoing mentorship, coaching and support from Managers who know your region.

**SUPPLY CHAIN & PROCUREMENT** • Our purchasing power gives you access to high quality ingredients at the lowest possible cost, without having to negotiate with suppliers.

**MARKETING** • OPA!'s collective advertising program ensures maximum impact for every store. From in-store signage and seasonal promotions to national campaigns, our marketing program keeps your business at the front of your customers' minds.

**ONGOING INVESTMENTS** • 6% royalty fee and 3% marketing fund (based on store sales).



## FOOD COURT MODEL

(400 to 500 sq. ft)

Initial Franchise Fee \$25,000

Equipment \$150,000 - \$200,000

Leaseholds \$175,000 - \$230,000

**TOTAL INVESTMENT \$350,000 - \$445,000**

*plus food court capital contribution, if applicable*

## STREET FRONT MODEL

(1,100 to 1,400 sq. ft)

Initial Franchise Fee \$25,000

Equipment \$150,000 - \$200,000

Leaseholds \$225,000 - \$245,000

**TOTAL INVESTMENT \$400,000 - \$470,000**

*less tenant allowance, if applicable*



# Let's Connect

For more information on franchising, contact:

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