



VILLA EXPRESS
MEDITERRANEAN KITCHEN

HISTORY

Villa Express has been serving #LegendaryShawarma to customers since 2013. With over many locations across Canada & UK, we pride ourselves in fast, fresh and authentic Mediterranean cuisine. Our bold and modern branding combined with a menu that showcases both traditional flavours and on trend recipes has allowed us to become a leader in the quick-service industry.



OUR CONCEPT

Villa Express captures and preserves the authenticity of Mediterranean cuisine. Each unit is equipped with several high grade rotisseries where our signature beef and chicken shawarma, spiced to perfection, cook slowly and evenly on spits in store. All of our meats are 100% Halal certified and are sourced from highly reputable suppliers. We also offer a wide array of vegetarian dishes, including falafels and numerous fresh salads, such as tabouleh, fattoush and couscous salads.

Our core menu items include:

1. Classic shawarma, shish taouk, kefta, and falafel plates
2. Shawarma RoxBox and poutine
3. Made to order pita sandwiches
4. Fresh mediterranean salads

Our store design is as fresh and welcoming as our menu items. Villa Express seeks to provide the total customer experience from the time they order down to their last bite. From afar, our award winning store design and brand name immediately grab the attention of our customers. Our operational set-up has been fine tuned to ensure each customer has a clear view of the fresh shawarmas being roasted and impressive salad display. Our menu system and professional food photography showcase our delicious menu offering to our customers. Warm and friendly hospitality and the fresh, delicious taste of our menu work together to build customer loyalty year after year.



FRANCHISE OPPORTUNITY

Villa Express is rapidly expanding. With locations in major shopping centres, power centres and street locations, we are dedicated to offering fresh Mediterranean food to everyone! Villa Express is modernizing traditional recipes by being innovative with flavour combinations and expanding our locations nationwide for everyone to enjoy. Villa Express is constantly growing due to its high success and strong demand.

As part of the Villa Express family, you will benefit from the support and expertise of our dedicated team. We provide to all our stores the necessary tools to succeed:

- Delicious and healthy recipes
- Training and operation support
- Purchasing power
- Established advertising & marketing strategies

Preferred candidates are selected on the basis of several criteria including: business acumen and experience, financial viability, character and attitude, effective learning and communications

FINANCIAL INVESTMENT

STANDARD COSTS AND FEES

Total Investment Range:	£180,000 - £250,000
Capital Required:	Up to £100,000
Franchise Fee:	£10,000
Ongoing Royalty Payments:	5% (No fee for first 6 months)
Advertising Fees	2%
Terms of Agreement	10 years

*Depending on the location, the size, and the site conditions

THE FRANCHISE PROCESS

We make sure that the process to becoming a Villa Express franchise owner is simple and streamlined. We are there for you throughout the entire franchising process - from site selection and training to marketing support.

SITE SELECTION

We pride ourselves in our rigorous site selection process. It is one of the most important aspects of a successful business. Our criteria for a site include maximum visibility, high foot traffic and adequate unit size. The size of our shopping mall locations range from 400-500 sq ft. and our street locations range from 1200-1600 sq.ft.

We are highly experienced in valuating and negotiating lease cost and terms which translates into higher revenue margins for our franchise partners.

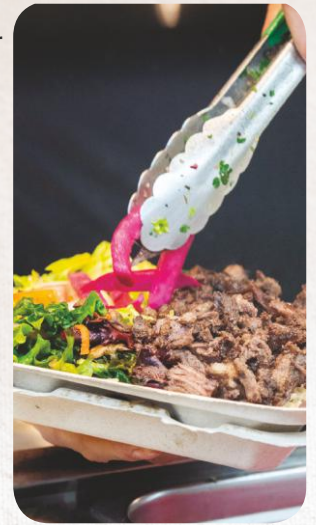
STEP BY STEP

WE PROVIDE AWARD WINNING SUPPORT.

SITE SELECTION. TRAINING. MARKETING SUPPORT. WE HAVE YOU COVERED

As part of our group, becoming a Villa Express franchise owner means you will benefit from the following:

- Purchasing power from our volume discounts
- Site selection expertise from our experienced real estate team
- Training and operations support from our highly-skilled operations team
- Marketing and advertising power as part of a large franchise system
- Continuous guidance and support from the franchisor pre- and post-opening



**DON'T MISS OUT ON A GREAT OPPORTUNITY!
FOR MORE INFORMATION CONTACT**

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SOLID FOUNDATION

EXCELLENCE. DEDICATION. INNOVATION. These three principles have made Villa Express group one of the excellent franchiser in restaurant industry. Villa Express Group is a family whose heart beats to the rhythm of its brands, the very soul of its multi-branded strategy. For over 11 years, it has been increasing its presence by delivering new concepts in quick-service restaurants and making acquisitions and strategic alliances that have allowed our Group to reach new heights year after year. By combining new trends with operational know-how, the brands forming Villa Express now touch the lives of so many people every year. With our expanding locations and the multitude of flavours of its unique fresh taste, We are able to satisfy the different tastes needs of consumers every day. .