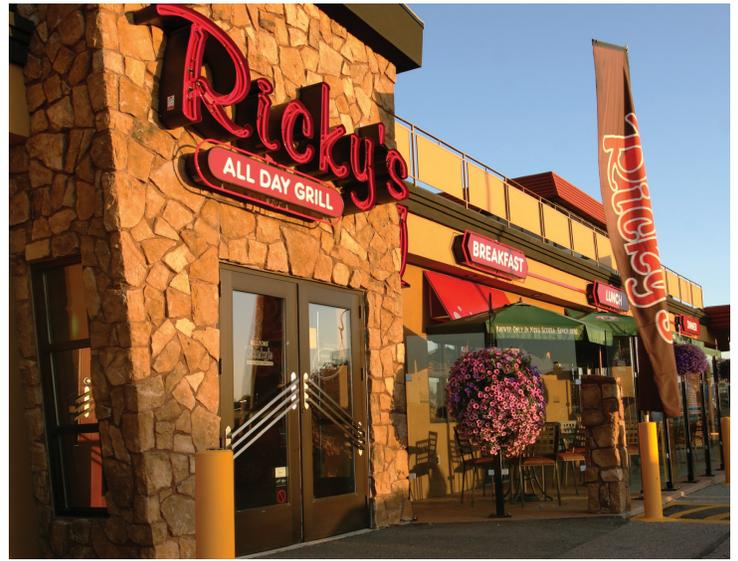


MEET THE FRANCHISE

# Ricky's Family-Style Restaurants

Evolving to Meet Franchisee Needs



Ricky's Café, a new streamlined model with lower investment required



Ricky's Hotel Partnership Program, enhancing your hotel brand.



Since 1962, Ricky's has been a fan favourite with West Coast families, appealing to kids, teens, adults and seniors alike. Building on the strength of our brand, Ricky's has evolved and is now recognized across many parts of Canada for its innovative and upscale casual family dining experience.

"Ricky's has enjoyed tremendous success providing great food using an uncompromising quality of ingredients and fresh made to-order meals, all served in a comfortable and service-focused environment," says Stacey Hansson, senior vice-president (SVP) of operations and franchise development. "As a premium-quality family restaurant franchise system, we are ideally positioned between the fast-casual and upper-tier categories. Ricky's quality and reasonable pricing represent good value for families."

Today, under the leadership of Frank Di Benedetto, the chain's visionary CEO and owner and Fatburger's franchisor for Canada, there are now more than 140 locations under the FDF Restaurant Brandz umbrella, including Ricky's All Day Grill, RG's Lounge, Ricky's Hotel Partnership and new Ricky's Café. The acquisition three years ago of the ABC Country Restaurant chain brought approximately 20 new locations across British Columbia and Alberta into the fold.

"We have successfully integrated the new chain into our family-style restaurant group on a non-competing platform and continue to provide strong leadership, innovation and strategic marketing to our family of brands," says Di Benedetto.

FDF Restaurant Brandz is now one of the largest family restaurant chains in Canada. Through an evolution of the brand and the franchise model, Ricky's recently launched the Ricky's Café concept, an upscale family restaurant centered on serving breakfast, lunch and dinner.

"Like Ricky's All Day Grill, Ricky's Café is focused on high-quality food in a restaurant with stylized décor, but with a condensed menu, shorter hours and a smaller footprint, making it attractive to franchisees who are looking to operate an upscale family restaurant at a lower initial investment," says Hansson.

Ricky's Café features a grab-and-go gourmet express burger and sandwich bar, with fresh half-pound certified Angus burgers and handcrafted deli sandwiches made from daily fresh breads and served panini-style or oven-baked. The express bar is designed for customers who are looking for high-quality food options but need to get in and out quickly. To further round things off, with a gourmet home meal takeout service, customers call in and their meals are prepared fresh for pickup or delivery.

"As well, we have our very successful Ricky's hotel partnership program," says Hansson, "where a hotel operator licenses Ricky's as an on-site branded food and beverage offering. Ricky's has a long history of success of working closely with hoteliers to convert existing spaces that work for both the restaurant and hotel



Wine Braised  
Beef Short Ribs  
& Risotto

operations. We also have extensive experience in the design of new spaces and are flexible to meet the needs of hoteliers. From design to menu to marketing programs, we work directly with the hotelier to customize the offering for their customers and business. Hoteliers have seen that with the addition of Ricky's, they have been able to enhance the experience for their guests, increase occupancy levels, add an additional revenue source and build equity in their business." With its multiple franchise concepts available, Ricky's is in an ideal position to determine the most suitable model for any given market.

"Moving forward, due to the lower investment costs and easier operation, we predict the majority of our growth will be with Ricky's Café," says Hansson. "In fact, some of our existing Ricky's All Day Grill franchisees are now expanding with the café concept. We would be thrilled to introduce Ricky's to other neighbourhoods and we are actively seeking qualified franchisees throughout Canada."

## Ricky's at a Glance

**Established:** 1962

**Date of first franchise:** 1978

**Franchise/corporate units in Canada:** 80+

**Initial franchise fee:** \$45,000

**Royalty fee:** 5%

**Advertising fee:** 3%

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