



The Firkin Group of Pubs Corporate Backgrounder

Founded in 1987 by Stanley Adelson and Ian Fisher, experienced restaurateurs and South African expatriates, The Firkin Group of Pubs is a chain of full service restaurants modeled after the traditional neighbourhood British pub. Canada's largest pub chain with 29 locations, the Firkin has expanded to the U.S. with 15 locations now open in California, Florida, Georgia, Illinois, Kansas, Michigan, Nevada, Texas, Virginia. An additional 180 Firkin pubs are in development and are scheduled to open during the coming years across Canada and the United States.

The origins of the Firkin Pubs are rooted in Toronto, Ontario, Canada where in 1986 Adelson and Fisher became franchisees of Toronto's Empire Pubs, opening up their first location Fox and the Firkin. Adelson and Fisher soon purchased the location from Empire and with no copyright on the name; The Firkin Group of Pubs was established.

The concept for the franchise is based on creating an inviting pub environment for each unique location, as well as combining an individual name (such as that of an animal) with Firkin; a nine-gallon wooden barrel used for storing ale. Each individual Firkin across North America has its own distinctive look and feel – *each one's a little different and one's just right for you.*

As a casual and comfortable neighbourhood establishment, Firkin pubs serve an extensive lunch and dinner menu, a brunch menu on weekends at select locations and a late night menu. Each Firkin location offers daily specials along with set menu fare ranging from traditional British pub dishes like Shepherd's Pie and Bangers, Beans & Mash to many signature items.

The average size of a Firkin pub is between 2,500 – 4,500 square feet with average seating ranging from 80-100 plus bar seating.

The Firkin Group of Pubs is a proud supporter of the communities in which it operates, with each neighbourhood pub sponsoring local aid organizations, community programs and neighbourhood sports teams. Over the past 10 years, Firkin pubs has raised more than \$1.9 million from its annual Golf Classic, which last year raised more than \$240,000 for Sick Kids Hospital's Cardiac Kids.

For the second year in a row, Firkin University, better known as F.U., is giving away \$25,000 worth of debt eliminating awards. Say F.U. to Student Debt is a totally unique initiative designed to give students and graduates a helping hand by alleviating some of their student debt. Recognizing that while there are many successful scholarship and tuition programs to help students kick-start their schooling, there aren't many programs that support students who have worked hard to complete their education but are now overloaded with loan notices and payments. In hopes of alleviating some of that pressure, five "Firkin Worthy" students or graduates will be awarded \$5,000 each (\$25,000 in total each year) to contribute to paying off outstanding government or bank loans.

For more info visit www.firkinuniversity.com

The Firkin Group of Pubs is headquartered in Markham, Ontario, Canada. For more information visit www.firkinpubs.com.

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