



FACT SHEET

CORPORATE NAME	THE FIRKIN GROUP OF PUBS
CORPORATE OFFICE	20 Steelcase Road W., #1C Markham, Ontario, Canada (905) 305-9792
ESTABLISHED	1987 - The Fox & Firkin, Toronto
EXECUTIVE DIRECTORS	Stanley Adelson, President Ian Fisher, CEO Larry Isaacs, Director of Marketing David Gnesin, Director of Franchise Operations David Myers, Director of Corporate Operations Paul Saraiva, Director of Business Development
LOCATIONS	The largest pub chain in Canada with 29 locations (28 in Ontario, 1 in BC) 15 locations open in the U.S. (3 in California, 2 in Florida, 2 in Georgia, 1 in Illinois, 1 in Kansas, 1 in Michigan, 1 in Nevada, 1 in Texas, 3 in Virginia and 180 more locations currently in development.
AVERAGE FIRKIN SIZE	2,500 – 4,500 square feet
FRANCHISE INFO	Units: (28 ON, 1 BC, 15 US) Units in development: 180 Franchise Fee: \$30,000 Start Up Costs: \$297,850 – \$1,002,000 Net Worth Required: \$500,000 Square Feet: 3,000- 4,500 Guests: 80-150 plus bar Royalty: 5% Advertising: 2% Check Average: \$12-\$14
CHARITY	Sick Kids Hospital's Cardiac Kids Toronto, Ontario, Canada
AWARDS	2002 Corporate Citizenship Award 2002, Canadian Franchise Association 2003 Trillium Award - Restaurateur of the Year, Ontario Restaurant News
WEBSITE	www.firkinpubs.com

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For more information contact:

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