



# Welcome to Bimbo Canada

Franchising Overview



# A Brand Canadians Love.

As Canada's largest & oldest bakery, Bimbo Canada is ***Nourishing A Better World*** through sustainable, highly productive and deeply humane values that feed Canadian families delicious, high-quality baked goods and snacks.

We have been feeding Canadians delicious and nutritious food for more than 112 years.





# Leading Brands



About Bimbo Canada

# The power of being backed by the worlds largest baking company.

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In 2018, Canada Bread changed its name to Bimbo Canada to align to that of our parent company, Grupo Bimbo, one of the world's oldest and largest baking companies, who recently celebrated their 75th anniversary. The decision to change our name to Bimbo Canada was a natural progression for our company.

The term Bimbo [pronounced Beem-bo] was selected by our founders as a play on the popular game Bingo and animated children's movie *Bambi*. It does not mean anything in Spanish. In colloquial Italian, "bimbo" is short for baby boy (bambino). In Hungarian, it means cocoon. In China, the phoneme used for bread sounds a lot like Bimbo. So clearly, being part of a worldwide company was baked into our identity from the very beginning.



# Safety

Safety is the #1 priority at Bimbo Canada.

We believe that safety is not protecting you from something, it protecting you **FOR** something.

**We** believe in caring for the **health & wellbeing** of each other so **everyone** goes home **safely**.



**EVERY. SINGLE. DAY.** 

# Nourishing a Better World

**Sustainability isn't something we do - it's part of our DNA.**

We will these vital strategic initiatives to ensure our sustainability efforts become the natural way of doing business at Bimbo Canada.

**Environmental standards** – upholding leading environmental standards across our operations.

**Product quality & safety** – producing products with the highest quality and standards.

**Human rights & labour standards** - protecting associates & franchisees across our operations and our value chain.

**Sustainable raw & material sourcing** – sourcing priority raw materials using sustainable practices.



# Reasons to Invest in a Bimbo Canada Franchise

At Bimbo Canada, our goal of mutual growth and success is rooted in a business philosophy that is driven by our core value system. We are very proud of our franchisees & distributors for helping us feed Canada and keep our customers happy.

## **We are made by Canadians for Canadians!**

- We are the country's largest and oldest commercial bakery in the country, feeding Canadians delicious and high-quality baked goods and snacks.
- We are owned by the world's largest baking company.
- We produce a high-demand product that is part of almost every household's daily needs.
- We have strong relationships with retailers such as Sobeys, Metro, Wal-Mart, Save-On-Foods, Safeway, Costco, and Food Service customers such as A&W, Harvey's, and Burger King.
- We have a state-of-the-art technology that help predict seasonal and everyday ordering patterns.
- We have a proven track record of great business stability.
- We embrace growth by delivering continued product innovation in our snacking and sweet goods categories.
- We offer an in-house financing program.

**CLICK HERE**



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## Franchisee Stories

Check out these stories from 2 recent Bimbo Canada franchisees on purchasing their business through a franchise resale.

About Bimbo Canada



# Is a Bimbo Canada franchise route the right fit for you?

Entrepreneurial spirit, obsession with superior customer service, business management, and grocery/Direct Store Delivery (DSD) experience are fundamental aspects of owning a successful Bimbo Canada franchise.

*If you answer yes to these questions, then a Bimbo Canada franchise may be right for you.*

Do you have unencumbered funds of a minimum of \$30,000?

Do you have at least two (2) years of commercial grocery, selling, DSD, or business experience?

Do you have a clean driving history?

Do you have a clear criminal record?

Do you have a full Class 5 Canadian license?

Are you a very early-morning person?

Are you planning on operating this route yourself and investing 60 or more hours a week for your business?

Do you love our bread, snacking, and sweet goods products?



# Franchise vs. Distributor vs. Company Route

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## Franchise Route

- A Franchise route is an equity-based agreement that requires an investment and initial acquisition fee including an upfront franchise fee
- Ongoing Royalty fees paid by the franchisee to Bimbo Canada for the operation of a franchise business
- Owner/operator model, franchisee must be majority shareholder of their corporation
- Franchise route is the asset; to exit the business, the franchisee follows the legal process to sell their route to a new or existing independent operator. This is called a “Route Transfer”.
- Bimbo Canada financing program available

## Distributor Route

- Distributorship is a non-equity agreement with low investment required by the incoming distributor
- There is no initial acquisition or upfront franchise fee
- Owner/operator model, franchisee must be majority shareholder of their corporation
- Distributors do not own an asset since the model is non-equity based
- To exit the business, the distributor provides at least 90 days’ written notice to Bimbo Canada to exit their Distributor agreement
- Bimbo Canada financing program n/as since there is no acquisition fee

## Company Route

- A franchise route owned by Bimbo Canada
- Candidates would purchase route directly from Bimbo Canada
- Bimbo Canada financing program available
- Initial Franchise fee applicable



# How to get started!

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- Review our website and watch informative videos to get a high-level understanding of how a Bimbo Canada franchise business works.
- Ensure that you meet our franchise requirements.
- Complete our online application form (*you will need to have your ID, drivers abstract, criminal background check and resume*)
- We will reach out to you and share the contact information of the route seller, and you can ask your questions and arrange route rides – from the very beginning of the day to the end for a solid understanding of our day-to-day business.
- Questions? Reach out to Jacquie van Hattem or [cb.franchise@grupobimbo.com](mailto:cb.franchise@grupobimbo.com)





# Step 1: Candidate Approval Process

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- Review Franchise Requirements
- Complete online application
- Contact seller and arrange route rides
- Interview & approval with Regional Sales Leader
- After candidate approval, a Franchise Disclosure Document for the route will be sent (requires a 15-day cooling off period)
- Buyer and Seller submit an offer to purchase with a go-live date a minimum of 6 weeks out. (*Bimbo Canada will approve date based on peer trainer availability and seasonal times*)
- 3 weeks of training – all candidates must complete training certification to move forward with a route sale/transfer



## Our Financing Program

- Upon approval with Bimbo Canada, you are eligible to take part in our financing program.
- Bimbo Canada will finance up to a percentage of the annual revenue of the route at a rate of prime +5%.
- More information can be found in the Buyers Information Package.

# Questions to ask the Franchise Route Owner

Here are some suggested questions that you can ask the franchisee that is selling their route.

- What are some of the benefits of owning a franchise?*
- What are some drawbacks of owning a franchise?*
- What are you selling your route for and what is the annual revenue?*
- What hours do you work during the week? Do they vary?*
- Being a new franchisee, how many hours a week would it take me to do your route?*
- Do you have any employees?*
- What kind of expenses does your business incur?*
- Do you have any details about the calls on your route that I should know?*
- Can you provide business financials for previous years?*
- Who runs your business if you take time off or if you are sick?*
- What do you do if your truck breaks down?*



# Made by Canadians, for Canadians

Let's talk franchising!

Check out our website - [@cbfranchise.ca](https://www.cbfranchise.ca)  
Send in your franchise application – [HERE](#)

Have questions? email us at  
[cb.franchise@grupobimbo.com](mailto:cb.franchise@grupobimbo.com)

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