

# F.A.Q.



## How did we get started?

1. Who founded BeaverTails Canada Inc?
  - a. Grant and Pam Hooker: a husband and wife team.
  - b. Was founded in 1978 in Ottawa, Ontario.
2. What's our mission?
  - a. We work hard to satisfy your **BeaverTails** addiction with our decadent Triple Trip, Maple and Skor Cheesecake tails amongst others!

## Have a craving outside of Canada?

1. You can find us in Saudi Arabia and Breckenridge, Colorado.
2. We are always working on developing other great territories to expand our Canadian culinary icon.
3. You may also find that we have slight variations on menu offerings in these areas due to cultural flavours and tastes.

## Franchise fees?

1. The standard franchise fee is \$25,000.
2. We sell international rights and territories: the fee varies depending on the area and quantity of stores developed.

## Who are our competitors?

1. Though we do not have any direct competitors, like all snack treat companies, we do compete on a secondary level for all snack dollars spent.

## Marketing

1. The majority of our marketing efforts are done within our stores in the form of store posters and point of sale materials, but we also use;
  - a. Facebook – we have tons of fans!
  - b. An in-house generated blog.
  - c. Our website.
  - d. Word of mouth: President Obama told his friends he likes **BeaverTails** pastry during his visit to our store in Ottawa.
2. Our client is in a particular state of mind: **out having fun!**



PASTRY · SINCE 1978

### Operations and technology

1. We are not a super high-tech company. We have great office tools to help us get all the info we need.
2. We use videos to help train our franchisees.

### The office

1. We are a cozy staff of 8 to 10 addicts of **BeaverTails** pastries!
2. Our office crew is passionate about their Tails and enjoys the laid back atmosphere of our loft office.

### Legal (boring stuff!)

1. We are incorporated.
2. The **BeaverTails** company is Quebec based.

### What are clients asking?

1. What are the most frequent concerns from customers?
  - a. Where is the closest location so they can satisfy their craving.
  - b. Do our products contain nuts? **Yes!**
  - c. Opening and closing hours of our stores.
  - d. Catering for events (**we do!**)