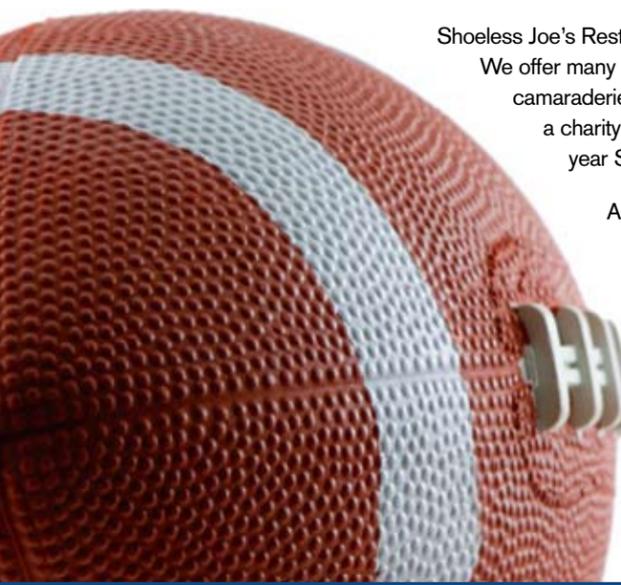


WE'RE SERIOUS ABOUT YOUR FUTURE!



WE'RE PART OF THE COMMUNITY



Shoeless Joe's Restaurants and franchisees pride ourselves in being an integral part of each community. We offer many programs for schools and sports teams to encourage good sportsmanship and camaraderie. We are also proud to be the Official Restaurant for Shoot for the Cure Spinal Research, a charity focused on fund raising and research to promote prevention of spinal cord injuries. Every year Shoeless Joe's has committed to raising at least \$100,000 for Shoot for the Cure.

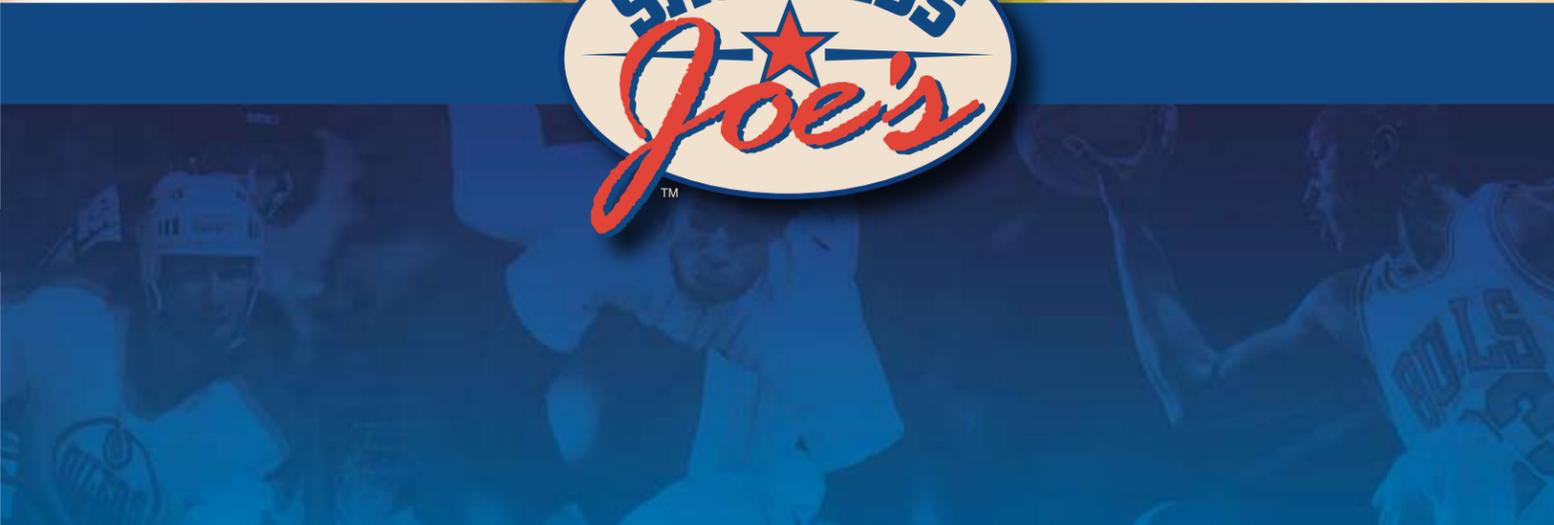
All of our franchisees are active participants in community and charity events. We believe in being a part of the community.

From our commitment to our guests and communities to our commitment to the entire Shoeless Joe's franchise family, it is easy to see why we are perfectly poised to build our success in the multi billion dollar Canadian foodservice industry.

We're Serious about Good Food... and we're serious about maintaining high standards, constantly improving to ensure the continued success of our chain and to ensure that our valued guests enjoy a great dining experience every time they visit us!



SHOELESS JOES LIMITED  
email: franchise@shoelessjoes.ca | www.shoelessjoes.ca



# WE'RE SERIOUS ABOUT GOOD FOOD

It all started in when Fred Lopreiato, an immigrant from Italy, decided that he wanted to live the Canadian dream and in 1985 opened his first Shoeless Joe's location in downtown Toronto. Shoeless Joe's has come a long way since then.

Once seen merely as a sports bar, the chain has built itself into a successful sports-themed restaurant concept within the casual dining segment. With the triple threat of an ever improving menu, more comfortable restaurant designs and revamped operations, the Shoeless Joe's franchise chain is set to keep hitting home runs.

"Our brand has undergone a significant evolution over the past few years," says Joel Sisson, Chief Operating Officer of Shoeless Joe's. "When we looked at the marketplace, we decided the real longevity lies with restaurants offering good quality products in a nice atmosphere."

***The "evolution" of the chain started with a complete overhaul of the menu.***

With people trying to eat healthier and cutting back on alcohol consumption the Shoeless Joe's team revamped the menu to appeal to today's clientele which has evolved from the original 80's crowd.

"It's night and day," Sisson says. "Five years ago, alcoholic beverages accounted for about 70 per cent of our sales. Now, about 60 per cent of our sales are food-based, chain-wide, and the majority of those are for ribs, steaks and salads, as opposed to chicken wings and French fries." The changes that were made also helped Shoeless Joe's expand into other market segments—namely, female and family markets.

## A CHANGE FOR THE BETTER

A new menu was just the first step... a new "look" was put in place in order to ensure that each restaurant reflected the new direction and growth potential we had planned for. As a company we collectively looked to the restaurants themselves, and decided it was time for a major facelift. It is the first company-wide renovation project in our chain's history.



"The exterior of our restaurants has changed quite a bit over the years and is about to undergo another big transformation," Sisson explains. "We're going to have new signage and design elements, including the integration of our revamped patio design and exterior stone or wood accents. We've also planned some building elevation changes. Instead of having a standard box, there will be embellishments around the entrance and along the roof to create a more distinctive look compared to our competitors."

Renovations on existing locations will be completed soon and all new stores will follow the revamped model. Once customers enter the newly re-designed restaurants, they will be greeted by a new interior look. Darker wood and paint colours help to create a comfortable atmosphere that speaks of quality. The new look reflects the new menu which features "quality" items like certified Angus beef. Customers will feel comfortable eating a great steak dinner in the atmosphere that has now been created with the new interior designs.

The renovations also go beyond the dining room. Shoeless Joe's bars are equipped with infinite, nine-screen plasma systems, with the overall audio-visual system costing over \$150,000, to satisfy the restaurant's sports niche. Shoeless Joe's is also the only sports-themed restaurant with televisions in every booth within the establishment. Other investments include new uniforms and improved training for all staff, from management to the front lines.

"We're serious about good food"...  
It's a promise that we eat, live and breathe everyday.

With a constant eye on Concept, Marketing, Food Service, Community and TEAM building (Together Everyone Achieves More) Shoeless Joe's continues to strengthen its position across Canada.

What makes us unique from other casual dining chains is our ability to stay ahead of the curve. Our marketing initiatives have never lost sight of our sports theme concept and heritage. Whether you want to come to "watch the game" with friends or you want a great place to bring the family, Shoeless Joe's is the place to be.

At Shoeless Joe's we realize that our slogan "we're serious about good food" has to be communicated and nurtured each and every day. It is a promise that we have made to our guests, our staff and to everyone in our franchise family. It is a promise that differentiates and protects us from the competition. It's a promise that we eat, live and breathe everyday.

