

Hot Off the Press

Member News



Andrae Marrocco Joins McMillan LLP and McMillan LLP Celebrates 30 Year Milestone

Andrae Marrocco has joined the Toronto office of McMillan LLP as a partner in the Business Law Group and the Franchise and Distribution Law Group. Andrae's expertise in cross-border franchise and distribution arrangements, mergers and acquisitions, and general fran-

chise commercial and regulatory matters is a welcome addition to the McMillan team.

"We are very pleased that Andrae has joined the firm. His franchise M&A expertise, and franchise and distribution law experience deepens the bench strength of our national Franchise and Distribution Law Group, and will be valuable to our growing list of clients in this practice area," says John Clifford, Chair of McMillan's Business Law Group.

Andrae's joining the McMillan team comes on the heels of the firm receiving the Canadian Franchise Association's 30-year Membership Milestone award at the CFA National Convention this past spring. The Membership Milestone achievements honour long-standing members for their commitment to franchise excellence and the CFA's pursuit to strengthen franchising in Canada.

AXIS Integrated Becomes National Sponsor of the CFA

Earlier this summer, AXIS Integrated officially became a National Sponsor of the Canadian Franchise Association. As a Franchise Support Services member of the CFA, AXIS provides consultation, implementation, and management of franchise lead nurturing services comprised of people and technology. Experts in data-driven franchise sales and marketing solutions, AXIS assists franchisors action their growth strategies with CRM, Marketing Automation, and E-Commerce while enabling franchisees to communicate with their leads and customers via email, direct mail and live calls.

As part of the National Sponsorship, AXIS will assist the CFA with its email communication initiatives with prospective and current CFA members. AXIS will be collaborating with the CFA to roll out more sophisticated and effective email marketing programs for the CFA's missions as well as its member organizations.

"In partnership with the CFA, we continue to look at ways to improve the way franchisors expand their networks of franchisees in the most efficient ways possible, including the LookforaFranchise.ca lead generation initiatives. We are thrilled to collaborate with the CFA to deliver an email marketing program and reporting suite that will free up time for the association's sales and marketing staff to spend on growing their membership base and sharing value with all those they interact with," says Corey Nicholson, VP Business Development at AXIS.

Boston Pizza Announces Strategic Change

Boston Pizza International Inc. recently welcomed Peter Blackwell as the new Senior Vice President, Marketing and Communications. Blackwell joins Boston Pizza as the company sets to shift their brand from the sports audience to young families and millennials.

"As we continue to modernize the Boston Pizza guest experience, Peter's combination of expertise, caliber and drive makes him an ideal fit for our future plans and long-term success," said BPI's President, Jordan Holm. "He brings a great mix of strategic leadership, diverse marketing experience, technical breadth, and passion for customer care."

With 25 years of experience spanning multiple industries, Blackwell has established himself as an accomplished leader, and has had tremendous success working with high performing teams such as Volkswagen Canada, Canadian Tire, Kraft Canada and Warner – Lambert Canada Inc.

"I'm thrilled to join one of Canada's best managed companies, and one of the country's most beloved restaurant brands" said Blackwell. "I'm looking forward to working with some of the most innovative thinkers in the industry as to continue to transform and modernize the Boston Pizza brand."

Mr. Appliance® Unveils New Logo and Refreshed Brand Identity

North America's leading appliance repair franchise, Mr. Appliance® has kicked off a prominent brand refresh. As part of the campaign, the franchise has revamped its image for the first time since its founding in 1996, unveiling a new logo in the process. The new design features an updated tagline highlighting Mr. Appliance's signature speedy expert service, as well as new fonts and colours that exude an image better aligned with the brand's modern evolution.

"Mr. Appliance has emerged as the leader of the appliance repair segment by remaining at the forefront of technological trends and continually investing in our systems, processes and people," said Doug Rogers, president of Mr. Appliance. "We're thrilled to be unveiling our new logo, which reflects how the brand has evolved over the past two decades and better communicates to consumers that Mr. Appliance is the best destination for efficient and dependable service."

Canadian Brands Set to Eliminate Plastic Straws

A&W Canada and Recipe Unlimited (formerly Cara Operations) have both committed to removing plastic straws across their restaurants. A&W along with the 19-brand network of restaurants at Recipe Unlimited, including Swiss Chalet, East Side Mario's and Harvey's, will phase out plastic straws with the goal of replacing them with papers ones.

A&W was the first quick service restaurant in North America to make this commitment, with plans to eliminate the plastic straws by the end of 2018. Their new paper straws are 100% biodegradable, compostable and are sustainably sourced. They last 2-3 hours in a drink without breaking down, but naturally biodegrade in 3-6 months in the environment. This switch to paper will keep 82 million plastic straws out of landfills every year.

“Reducing waste from landfills is a top priority for A&W and this is one big way that we can make a difference,” says Susan Senecal, A&W Canada’s President and Chief Executive Officer. “We are proud to make this change, which has been driven by the wishes of our guests, franchisees, and staff.”

Recipe Unlimited will begin their plastic straw phase out this summer, with plans to introduce only paper straws by March 2019.

Tim Hortons® Camp Day Raises Over \$13 Million for Youth

This past June, Tim Hortons® Guests and Restaurant Owners together helped change the lives of Canadian youth by raising over \$13 million during the annual Camp Day initiative – making 2018 one of the most successful Camp Days in its more than 25 year history.

Each year on Camp Day, 100 per cent of hot coffee sales and bracelet purchases at participating Tim Hortons restaurants goes toward giving thousands of youth from low-income families a life-changing experience at one of seven signature Tim Horton Camps across Canada and the U.S.

“We owe much of what we do to the funds raised on Camp Day,” says Dave Newnham, President & Executive Director, Tim Horton Children’s Foundation. “We are so thankful to the Tim Hortons Restaurant Owners and Guests from across the country for their incredible generosity. Together, we are helping youth from low-income homes find their own success and thrive as contributing members of their communities.”

Dwyer Group Announces 2018 Women in the Trades Fall Scholarship Recipients

Dwyer Franchising has announced the Women in the Trade (WITT) Scholarship recipients for the fall 2018 semester. The program, launched in 2012 by Dina Dwyer-Owens and Dwyer Group, will award seven women a \$1,500 scholarship for demonstrating outstanding work, experience and passion for their chosen service trades industry. Since the launch of the program, WITT has awarded over \$50,000 to 42 scholarship recipients.

“Dwyer Group is committed to helping our franchisees recruit highly skilled and qualified individuals and we are confident that with the support of the WITT scholarships, these women can make great strides within the trade industry of their choice,” said Dwyer-Owens, co-chair of Dwyer Group. “These women are an inspiration to us here at Dwyer Group and we are proud to help them on their journey to success.”

The fall 2018 WITT scholarship recipients include: Megan Boyd of Waco, TX; Danni Kohl of Spiritwood, Saskatchewan, pursuing a career in commercial electricity; Elizabeth Moreno of Tacoma, WA, pursuing a career in carpentry; Amy Morrice of Victoria, British Columbia, pursuing a career in electrical trades; Ana Acetta of Elmhurst, NY, pursuing a degree in mechanical engineering;

Martha Enzler of Minneapolis, MN, and Tamishella Holloway of Evergreen Park, IL, whom are both pursuing careers in HVAC.

The WITT scholarship is open to women 18 and older interested in pursuing a career in the trades and covers tuition, books, travel and/or fees. Funds can be applied to any accredited trade or technical school or certification program in the United States or Canada. Candidates are evaluated based upon financial needs, previous work experience and their passion for their chosen industry.

FDF Brandz Acquires Famoso Neapolitan Pizzeria Chain

Canadian restaurateur and Franchise Developer Frank Di Benedetto announced this past spring that his company, FDF Restaurant Brandz, has purchased Famoso Neapolitan Pizzeria. FDF Brandz is led by Ricky’s Group of Family-style restaurants, including Ricky’s All Day Grill, Ricky’s Country, Ricky’s hotel partners, and Ricky’s Cafés, as well as Fatburger locations. The new purchase will bring in approximately 30 Famoso locations in Alberta, B.C., Ontario and Saskatchewan.

“This is a great fit for FDF Brandz as it allows us to add a new segment to our growing restaurant folio, with Ricky’s covering family casual, Fatburger in the premium burger fast casual category, and now with Famoso representing the premium casual pizzeria and bar segment,” said Di Benedetto.

New Famoso franchisees will be recruited for further expansion of the brand in Western and Eastern Canada, with franchise startup costs reduced to approximately \$650,000 to \$700,000 for a new Famoso 2500 and to about \$375,000 for a Famoso Pronto. Existing owners of Famoso franchises will be given preference for expansion.

To assure the highest quality of food and service, FDF Brandz will retain Famoso’s current operations and marketing team, including one of the principals, to ease the transition and to assist with franchise development of the revised model format.

FDF Brandz is targeting system wide sales in Canada of approximately \$225 million by end of 2019. It projects a 200-unit chain franchise restaurant folio by the end of 2020, generating more than \$15 million yearly in royalty revenue stream. Over the next five years, FDF Brandz plans to double the number of Famoso locations in Canada and to grow the brand in the U.S., U.K., Australia, China, India, the Middle East and other international locales. 📍

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