



# ORIGINAL JOE'S<sup>®</sup>

RESTAURANT & BAR

**MEDIA KIT**

## ABOUT ORIGINAL JOE'S

Original Joe's (OJ's) is a full-service casual restaurant and bar that opened the doors of our first location in the community of Marda Loop in Calgary, Alberta in 1997. With a vision of being comfortable, accessible and affordable, we quickly established a presence as a down-to-earth neighbourhood meeting place, and demand for other establishments soon followed.

Today we are considered one of the fastest growing casual dining restaurant brands in Canada with 63 locations (as of February 2015). Many of Western Canada's major cities and towns are home to an OJ's, including: Victoria, Vancouver, Richmond, Calgary, Edmonton, Fort McMurray, Red Deer, Regina, Saskatoon and Winnipeg.

Regardless of the market, throughout our growth we have placed an emphasis on staying connected to the local communities and neighbourhoods that we serve. No matter the location, our guests know that when they step into an OJ's, they will experience familiar food with inventive twists, and their choice of two delicious side orders with most entrées. Further, almost anything ordered can be customized to accommodate personal tastes and preferences.

Our guests know that when they're seeking a dining experience that will provide a retreat from our increasingly fast-paced culture, OJ's is the place to head to where they'll find real food, great beer and good company.

Common to each OJ's is the wide variety of craft beers on tap, including OJ's own exclusive beers, as well as an approachable wine list, specialty drinks and cocktails.

As part of each community we serve, OJ's treats everyone like family and we are actively involved in the communities in which we operate. In 2010 we launched our Community Pint Program and in 2014 we launched our Mealshare partnership – both as part of our Community Care Fund.

For more information, including a full list of locations, please visit [originaljoes.ca](http://originaljoes.ca) and follow us on twitter [@originaljoes](https://twitter.com/originaljoes).

## FAST FACTS

- At OJ's, we like our food fresh. That's why we prepare it in-house daily.
  - such as our French fries that we cut each day from fresh Kennebec potatoes or our burgers that are a hand packed blend of 'AAA' ground chuck and our own spices.
- OJ's offers two seasonal feature menus to suit our guests; one for the summer months and one for the winter months.
- The OJ's menu is handcrafted by an experienced culinary team who pride themselves on inventing new twists while perfecting old classics.
- As often as possible, OJ's tries to offer draught beer that comes from smaller, more independent and local breweries.

## MENU HIGHLIGHTS

Our menu only has one goal: to satisfy your cravings. Best of all, you can load up with your choice of two of your favourite sides! We believe in delivering delicious, comforting food, and friendly service.

For our fish and chips, we dip Wild North Atlantic Haddock in our own Blonde lager beer batter; our Carolina pulled pork is slow-cooked and mopped with a signature southern style BBQ sauce. And we hand-pack our burgers and charbroil our steaks and ribs to perfection. We also offer gluten sensitive and vegetarian options and are happy to cater to specific dietary needs.

We offer a wide range of craft beer, bottled beer and cocktails to accompany your meal. At OJ's, we know what goes into a great brew, and we take pride in offering you an extensive craft beer selection. From our own lagers and ales, including the Blonde Lager, Haus Frau Euro Pilsner, Honey Brown Lager, Light Lager and Red Ale, to other local and regional brewers, our drinks are prepared using fresh, quality ingredients combined with pristine brewing methods.

You'll also find an approachable wine list with a focus on value. We offer many popular varieties from a number of wine regions to suit all palates.

## IN THE COMMUNITY

### COMMUNITY CARE FUND

At Original Joe's, we make it a priority to become actively involved in the communities we serve. The Original Joe's Community Care Fund gives us the opportunity to be a strong local and national partner to a variety of organizations and charities.

Through two initiatives – the popular Community Pint Program and our new partnership with Mealshare - we work with you, our valued guest, to make a difference. At OJ it's as easy as ordering a pint of beer or choosing a featured Mealshare item to support local, not-for-profit organizations. To date the Community Care Fund has raised over \$370,000 for noteworthy causes.

Furthermore, OJ's participates in many local community events and festivals. From serving up delicious samples to sponsoring events that raise funds for a good cause, we're excited to be a part of the fun in the communities in which we serve.

### COMMUNITY PINT PROGRAM

One of our Community Care Fund initiatives is the "Community Pint," where 50 cents is donated from the sale of a featured beer to a regional cause. Since its inception, the Community Pint program has raised more than \$325,000 for noteworthy causes. Every four months, different breweries are chosen to partner with OJ's for the program and each donate 25 cents to selected organizations in participating markets. Until June enjoy a pint of Original Joe's Red Ale, and help give back to the communities in which we operate.

### MEALSHARE

The newest addition to the OJ's Community Care Fund is our partnership with Mealshare. Mealshare is a non-profit society that allows people to turn their "dining out" into "helping out". For our customers, the premise is simple: for every Mealshare item purchased at Original Joe's, one meal is provided to someone in need. Half of the meals are provided through our local charity partners while the other half are provided in developing countries through Save the Children.

Each winter and summer season, we'll select 1 or 2 Mealshare items from our Winter Warm-Up and Summer Fresh seasonal menus. You'll see the Mealshare icon next to the designated item on the menu.

To date we have raised 65,409 meals for people in need through Mealshare.

## FREQUENTLY ASKED QUESTIONS



### 1. Does OJ's offer take-out?

Most OJ's locations do offer take-out service; however, it is best to contact each location, as some of our creations do not travel well.

### 2. Does the OJ's menu offer any vegetarian options?

OJ's offers a variety of delicious vegetarian options including appetizers such as the hummus and naan, salads and margherita flatbread. We also have an extremely popular vegetarian burger.

### 3. Does the OJ's menu offer any peanut-free or gluten-sensitive options?

Yes, OJ's offers both peanut-free and gluten-sensitive options.

### 4. How I can find an OJ's in my area?

You can find an OJ's near you by visiting [originaljoes.ca/location](http://originaljoes.ca/location)

### 5. What are the hours of operations?

Hours of operation depend on each OJ's location. Locations and hours can be found at [originaljoes.ca](http://originaljoes.ca).

### 6. Does OJ's accept reservations?

OJ's does not accept reservations; however, if you have a party larger than six, we recommend you call ahead and we will do our best to accommodate.

### 7. Can minors visit OJ's restaurants and bar?

Since OJ's is a bar, the rules and regulations in certain provinces do not permit minors to visit those types of establishments. British Columbia is the exception to the rule.

### 8. Does OJ's support local community events?

OJ's is very grassroots focused and each location is proud to work with local businesses and select charities within their communities. Please email [charity@originaljoes.ca](mailto:charity@originaljoes.ca) with details of your community event.

### 9. How much has OJ's raised to date through their Community Pint Program?

As of February 2015, OJ's has raised more than \$325,000 for charitable causes through our Community Pint Program.

### 10. Do the OJ's favourite menu items change from location to location?

Yes, our menu is slightly modified throughout various markets. We do this to appeal to local tastes and trends.

## About FranWorks Group of Companies

FranWorks Group of Companies (FranWorks) was launched in 2000 in Calgary, Alberta. The Franworks organization owns and operates concepts and brands that fill market niches in the food service, hospitality and retail sectors.

In 2002, after successfully consulting for OPA! Souvlaki and Original Joe's restaurants, FranWorks shifted its focus from consulting to operating businesses, and wholly acquired Original Joe's, building it into a strong franchise brand, and growing it from two locations to over 60 locations, with system-wide sales of more than \$100 million annually.

Original Joe's is a local restaurant and bar specializing in feel-good food and service. In addition, FranWorks also currently owns a operates a trend-focused gift and jewelry boutique for women; a retail/restaurant construction company; and a franchise consulting company serving retail and hospitality clients. Most recently, FranWorks closed a \$22.75 million acquisition of Boston-based Elephant & Castle Group which included 19 Elephant & Castle pubs, and recently launched a new restaurant and bar concept called State & Main Kitchen and Bar.

FranWorks has developed a "cross-ownership" approach to the multi-unit chain business. Many franchisees and head office employees have invested at the store level and at the company level. FranWorks also has many joint venture ownership scenarios at the store level where they are partnering with managing partner in a specific store. The result is an integrated team-ownership approach, building a brand that inspires and empowers all levels of management to work hard for the common good of the chain and their investment.

Today, FranWorks has a team of over 50 head office staff with offices in Calgary and Boston. FranWorks will continue to build and expand its existing brands, while seeking new opportunities to work with passionate entrepreneurs who are ready to kick-start their businesses by leveraging a proven infrastructure.

For more information, please visit [franworks.com](http://franworks.com).