

BRAND DECK



HOLY SHAKES

Desserts. Cafe.  Mash-Up Eatery.



When life gives you Milk, Shake It!

THE COMPANY

416 Hospitality Group Ltd offers with pride HOLY SHAKES that brings together the best in Desserts & Mash-Up Eats in a fun filled electrifying space.

Imagine Best Global Eats and high octane delicious desserts meet together in a fun filled one-of-a-kind exhilarating & exciting spot. We have revolutionized the food & dessert scene since 2019 and have become a fan favourite when it comes to offering the best fun food with an inviting ambience.

Serving the most Modern & Global Fusion Eats along side with quintessential dessert's in unimaginable options, truly cannot be ignored whatever age you are.

We are proud to be called the Best Milkshake & Dessert Bar accompanied with Waffles , Cheesecakes , exotic Ice Creams & much more. Truly, Holy Shakes has become a very strong, enviable restaurant brand in a short time because of the presentation & the fantastic menu it offers, the creme de la creme of sugar heaven. Whether you have a passing sweet tooth or a die hard chocolate lover , we have a variety of desserts to tingle & satisfy your taste buds.

Combined with our innovatively thought and curated global menu that every guest can relate with, We have become the best option out there to enjoy food & desserts and have the best time. Our food is Millennial, the language is Global and concept is Cosmopolitan. Our Recipe is a mix of Passion, Flavors & Spice. We invite you to join the flavor revolution & unzip your taste buds, with Fusion Street Eats or the way we call Mash-Up Eats.



THE BEGINNING

With no Chef Training and pure understanding of what most people want, Sumit & Neero started with a very humble beginning of running the hippest brick & mortar Global Fusion of North American & Indian Street fusion in Downtown Toronto, expanding into a successful fleet of Food Trucks. They were never to shy away from experimenting and operating Pop-ups in festivals or events; they were able to create Toronto's trendiest dessert spot Holy Shakes with never-ending lineups. We are different not because we say, but the way we lead, create, present & continue to evolve in a fast-moving food & dessert scene.

To further expand growth of HolyShakes serving the best of the desserts and mashup eats Sumit and Neero have joined hands with Utsang Desai, who comes with a rich background of managing restaurants as a master franchisor for barBurrito and Odd Burger.



MISSION & VISION

We are on a mission to create products that would keep the customer coming back for that wow factor and unmatched taste for desserts and mash-up eats.

The mission leads us to a vision of being the most enviable brand to the competition when it comes to creativity, taste & presentation. Our restaurants bring happiness and vibe not only through the look, feel and taste but because of the people we hire & our social media reach. Holyshakes believes & thrives to offer inviting & welcoming ambience for all demographics and highly take pride in the motto “Unity in Diversity”. A casual hip & happening spot for all to enjoy sweet indulgence.



THE DETAILS

2 Formats

Holyshakes Dessert Cafe Mashup Eatery.

Fast Casual Dine-In Requirements	1700-2000 sq ft 200amps 120/208v 3 phased. 1.5-2" gas lines.
Turnkey	\$475,000 - \$495,000
Franchise Fee	\$40,000
Dine in upto	40 - 60 people
Royalties	6%
Advertising Funds	2%
Renewals	10 yrs

Disclaimer - Turnkey Prices are subject to change every month

Desserts Cafe with Finger Foods - Small Format

Dessert Cafe (Small Dine-In) Requirements	800 - 1100 sq ft
Turnkey	\$275,000 - \$295,000
Franchise Fee	\$30,000
Dine in upto	10 - 15 people
Royalties	6%
Advertising Funds	2%
Renewals	10 yrs

Unity in Diversity



THE BENEFITS

- Economically feasible to own & operate the Fast casual concept right under \$500k
- National covenant with National presence and expanding across Canada.
- Offering aggressive competitive rents, and looking for immediate opportunities & retrofit opportunities.
- Corporate & Franchisor's rights - Tri Party agreement & Franchisor's agreement to step in.
- Canada's newest & hottest revolutionizing concept that serves Gourmet Desserts & Global Fusion Eateries with modern design, eclectic food & dessert menu. It compliments the power centres and neighbourhoods.
- Offer Turn key operations & Oversee Constructions.
- Robust Day to day support from the Franchisor.
- Robust Local Store Marketing for Franchise Support.
- Resource centre available for all Franchisees 24/7 to access for their operational support.
- Support in obtaining Finance.



THE PROCESS

- » Fill out our Franchise Application and send it to us at: franchising@416hospitalitygroup.com.
- » Participate in a conference with our Franchise Directors to discuss the business opportunities.
- » Receive our Franchise Disclosure Document (FDD), that provides detail information about our franchise business.
- » Sign and return the Franchise Disclosure Documents.
- » Schedule a visit at one of our locations in GTA to meet our corporate team and franchise partner.
- » Choose an available location or a territory to develop.
- » Execute a 416 Hospitality Group Franchise Agreement.

FRANCHISEE'S RESPONSIBILITY

- Initial franchisee fee.
- Forming an LLC or corporation for signing franchise documents.
- Finding appropriate locations (with assistance from our real estate team)
- Leasehold improvements and equipment.
- Hiring employees and operating restaurant(s)
- Paying 6% monthly royalty to the company & 2% Advertising Fund
- Follow Local Store Marketing (LSM) program for local market activation
- Adhering to our Franchise System to run smooth & profitable operations.



FRANCHISOR'S RESPONSIBILITIES

- Assisting in selecting the right location.
- Comprehensive training program for running a successful operation.
- Access to recipes & operational systems.
- Store design & equipment ordering guidance.
- Develop and administer advertising, sales & marketing campaign.
- Resource Center Access to Operations manual and practices.
- Representative on site during opening.
- Periodic evaluations and ongoing support.

THE
LOOK.
FEEL
&
PRESENCE



EXISTING LOCATIONS

- » BRAMPTON (AIRPORT ROAD)
- » BRAMPTON (MAIN ST)
- » WATERLOO
- » BURLINGTON
- » WOODBRIDGE
- » TORONTO
- » MISSISSAUGA (ARGENTIA)
- » MISSISSAUGA (SOUTHDOWN)
- » SCARBOROUGH
- » MILTON
- » MARKHAM
- » GUELPH
- » HAMILTON
- » TORONTO PREMIUMS FOODTRUCK
- » CALGARY

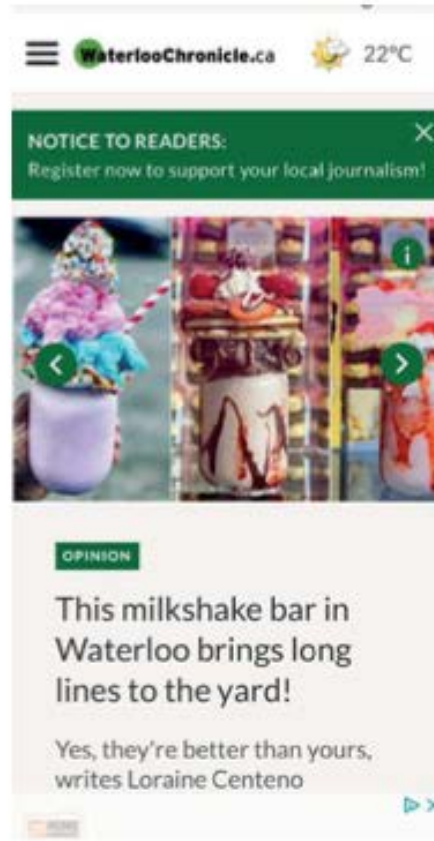
UPCOMING LOCATIONS

- » ETOBICOKE
- » BARRIE
- » MISSISSAUGA
- » REGINA
- » SURREY
- » SASKATOON
- » NIAGARA
- » ABBOTSFORD
- » EDMONTON

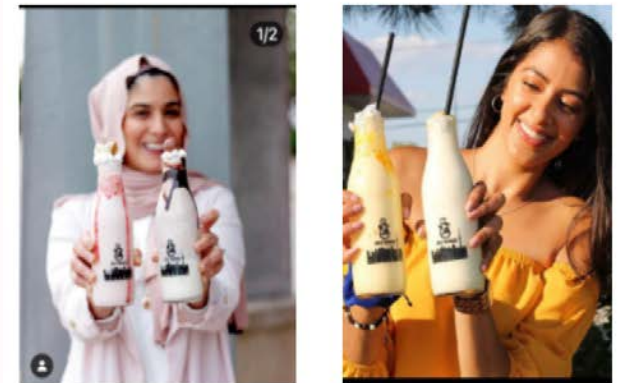


You Eat & Drink

FROM YOUR EYES



GUIDES
The Best Milkshakes in Toronto



A chicken tikka kathi roll from the Kathi Roll Express at Union Summer

5 Kathi rolls, the spicy South Asian cousin to the burrito, are ubiquitous on the streets of Kolkata. On the streets of Toronto, you're most likely to find them from this specialist purveyor. who happens to have a



These Toronto Milkshakes Are So Monstrous You'll Need A Friend To Share

Holy Shakes – The Best Gourmet Milkshakes in Toronto

There is nothing better than a cool, frosty treat on a hot summer day and going out for ice cream or shakes to celebrate special occasions is a family tradition.

For the best gourmet milkshake in the GTA, head to Holy Shakes. This trendy dessert shop offers an impressive selection of decadent drinks in just about any flavor you can imagine – red velvet, PBJ, Cookie Dough, Oreo, Strawberry Cheesecake, Pistachio Crème Brûlée, Birthday Cake, Ferrero Roche, Kit Kat and so much more!



Holyshakescafe

436 Posts	51.6K Followers	258 Following
-----------	-----------------	---------------

T.O.'s Kathi Roll Eatery

417 Posts	21K Followers	347 Following
-----------	---------------	---------------

@holyshakescafe

131 Following	29.4K Followers	774.3K Likes
---------------	-----------------	--------------

Always being spoken about in print and social media with top food and lifestyle bloggers



GATE CRASHERS!

\$14.99 Berry Banana Waffle

\$14.99 Birthday Cake

\$8.99 Hazelnut Explosion

Birth Day Cake

Cinnamon Toast Crunch

Berry Blast

The Cappuccino

Chunky Funky Brownie

CHOCO BAR™

\$10.99

KitKat Ferrero Kinder Twix Reese's

Fruity

\$9.99

Mango Strawberry Banana

Old School

\$7.99

Chocolate Strawberry Vanilla

HOLY SHAKES

Super Freakshakes

BEST SELLERS \$16.99-19.99

Lotus Biscoff Cheesecake

Oreo Cheesecake

Jesar Pista Cheesecake Saffron & Nuts

Ferrero Cheesecake

Kinder Cheesecake

Wild Strawberry Cheesecake

I Love Churros

Fudge Brownie Cheesecake

Chocolate Truffle

KitKat Caramel Brownie

Murder With Red Velvet

Oreo Wonderfilled

NEW SUPER FREAKS!

Cotton Candy

Royal Basmalai

WAFLE FREAKS

Nutella Lovers

Red Velvet Surprise

Oreo Is Sweetheart

Super Birthday

Premium Exotic Holy Shakes

\$12.99

Rabdi Ras Malai

Oreo Churros

Mocha Truffle Cheesecake

Blueberry Cheesecake

God Father

Mango Berry Cheesecake

Biscoff Cheesecake

Cookie Dough

Oreo Cookies & Cream

Malai Masti

Ras Malai

Mango Lychee Cheesecake

Red Velvet

Strawberry Cheesecake

Saffron & Nuts

Oreo Nutella

KitKat Cinnamon Toast Crunch

Always Nutella

KitKat Cheesecake

PB Toffee Banana

Nutella B-Ready

Nutella Rice Krispies

Portuguese Custard Tart

Leaning Tower of Oreo S'mores

Lotus Biscoff Waffle

RATE US ON GOOGLE

for your chance to

WIN A \$25 MEAL



Holy Shakes Brampton East

MON Kathi Roll

TUE Naan Tacos

WED The Rocks

THU Crunch Munch or Mixed Veggie Burger

FRI Fusion Burrito

\$9.99 DAILY DEALS!

HABANERO CRUNCH \$8.99

Fried Chicken

Veggie Popper

available in Nashville and Piri Piri flavours

*When life gives you
Milk, Shake It!*