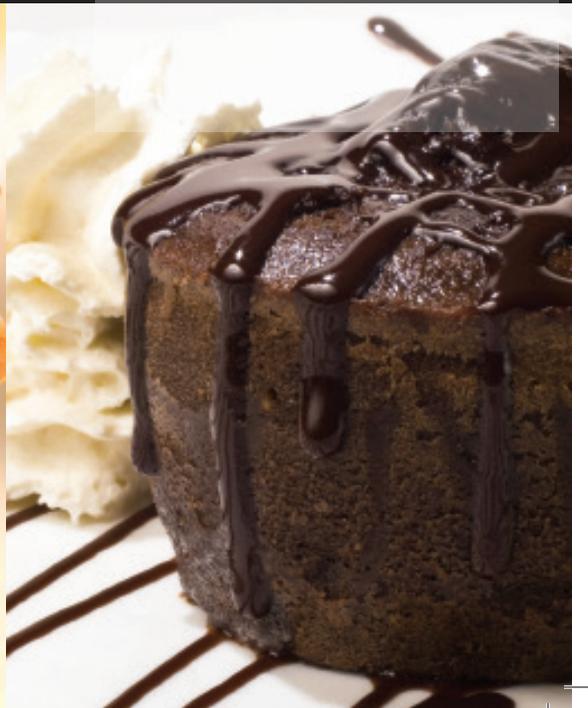




**FRANCHISE
PACKAGE**

CLANCY'S MEAT CO.
DINNER. PERFECTED TONIGHT



CLANCY'S MEAT CO.
DINNER. PERFECTED TONIGHT

**HOME
OFFICE**

**CLANCY'S MEAT CO.
SUITE 204 - 16055 FRASER HWY
SURREY, BC V4N0G2, CANADA
PHONE: 778-995-7946
FAX: 778-565-3006
EMAIL: INFO@CLANCYS.CA
WEB: WWW.CLANCYSMEATCO.COM**

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ABOUT US

We are proud to serve Western Canada as one of the oldest meat and proteins franchises in BC. Providing fresh and frozen meat products, and ready-to-eat meals inspired by the West Coast, we continue to craft recipes that reflect our passion for providing a memorable dining experience for our customers.

Constantly seeking out ways to improve our selection of organic and preservative-free products, Clancy's is committed to providing high-quality products that appeal to the changing needs of health-conscious consumers who struggle to prepare well-balanced meals without spending hours in the kitchen.

We look forward to serving you and your family.





OUR HISTORY

Clancy's Meat Co. was first established in 1997 as a small meat shop that quickly built a reputation for fresh, prepared premium meat products and quality service. Based in Western Canada, Clancy's supports Western food producers by sourcing local product whenever possible and providing a clean, fresh, and convenient shopping experience for each customer at each and every Clancy's store.

Clancy's is committed to providing high-quality products that appeal to the changing needs of health-conscious consumers who enjoy preparing well-balanced meals without spending hours in the kitchen.

Clancy's guarantees customers that all of our products are the highest of quality, and meet the strictest standards within the food industry. We work with our suppliers to ensure that all facilities are federally inspected with regular monitoring; this gives us confidence in the consistency and safety of our products. Clancy's offers customers a full money back guarantee if a problem arises, and will work diligently to correct the issue.



OUR MISSION STATEMENT

OUR MISSION IS TO PROVIDE OUR CUSTOMERS WITH HEALTHY, DELICIOUS AND UNIQUE MEAL OPTIONS.

OUR GUARANTEE

It is Clancy's guarantee that all of our products are the highest of quality, and meet the strictest standards within the food industry. We work with our suppliers to ensure that all facilities are federally inspected with regular monitoring; this gives us confidence in the consistency and safety of our products. Clancy's offers a full money back guarantee if a problem arises, and will work diligently to correct the issue.

WHY CHOOSE CLANCY'S

With increasing investment toward infrastructure, brand and business processes, Clancy's has the necessary economies of scale to achieve superior pricing with suppliers, service providers and landlords. These cost-savings are passed on to our franchise partners on a regular basis as we work to increase the profitability of all locations.

Clancy's places emphasis on the unique interior design and décor of our retail stores, and works to deliver a warm and friendly environment for consumers to select unique meal choices for their family. Clancy's believes the experience that our customers have in our stores contributes to their overall satisfaction and ultimately translates into return visits. Therefore, we continually update and augment our stores to reflect a modern and inviting space.

As consumers become more health conscious and appreciative of the impact to long term wellbeing from diet, Clancy's works to develop products that deliver reduced sodium, gluten-free and organic classifications among many other initiatives.



WHAT WE OFFER

MENU DEVELOPMENT

At Clancy's we stock all the standard value-added products such as marinated steaks and stuffed chicken breasts and then add our own signature twist of gourmet originality. We also offer full menu options including desserts, as well as larger family packs that will keep our customers' freezers well stocked. This means one thing: Clancy's offers tremendous taste and value to each of our customers. Our experienced chef consistently review our recipes and have the experience to know what customers expect and want in a meal. Clancy's customers leave fulfilled and always come back for more!

QUALITY

Clancy's provides excellent value by offering an original and evolving menu of products in a warm and inviting atmosphere. Our menu consists of items that are selected for quality and taste by our inspired team, which includes one Red Seal Chef. Our marinated beef, chicken, pork and lamb products have made us famous. Seasonal additions and featured products allow us to continually update our menu and keep our customers coming back for more. We source only the best quality ingredients to ensure both consistency and taste in every Clancy's location.

MARKETING SUPPORT AND ADVERTISING

Each Clancy's franchisee contributes 3% of their gross sales to an advertising fund that will be used by Clancy's to maximize the exposure of the brand and products. Clancy's has invested heavily in the branding, image and positioning of the Clancy's concept in the marketplace with several top marketing companies in Canada.

EASE OF OPERATIONS

Clancy's provides franchisees with a training program that delivers a comprehensive and detailed hands-on approach. We include training manuals, operation manuals and one-on-one mentorships in order to prepare you for the best experience of your life. Our streamlined systems will make your training program easy to follow and understand; quite simply, they are Clancy's recipe to success. Add to this a high-tech Point of Sale system and finely tuned policies and procedures and you will be fully confident to run your own Clancy's store.

Clancy's places significant emphasis on the layout and design of our stores while at the same time creating a cost-per-square foot build out that is typically much lower than our industry peers. Clancy's has an internal Project Management team that works directly with our construction contractors to ensure all stores are built to meet our exacting standards while coming in on time and budget.

SUPPORTING OUR TEAM

Clancy's is focused on one thing: The success of every store we open. In order to achieve this, Clancy's provides ongoing support to their network of franchisees. This support comes in the form of regular site visits, store audits, shared sales and industry data, franchisee meetings, head office connectivity, volume purchase discounts and much more!

HIGH QUALITY PRODUCTS AT THE LOWEST PRICES

Clancy's Purchasing Department is constantly fighting to lower our product costs and pass the savings onto our franchisees. Our multiple locations in Western Canada combined with our astute buyers has allowed Clancy's to secure strong supplier contracts and relationships that allow our stores to enjoy ongoing discounts and efficiencies. In turn, this support helps our franchisees run locations more effectively and profitably.



STORE DESIGN AND DÉCOR

The Clancy's design and décor is based on creating an atmosphere that is reminiscent of a butcher shop with a modern touch. But don't let the simplicity fool you, we have spent countless hours designing, adjusting and re-designing the look and feel to ensure we have it right. This means having a delicate balance between cost, quality and efficiency that equates to a store that operates with ease. Clancy's stores have a distinctive feel that contributes to our overall customer experience. The Clancy's corporate office provides support and industry knowledge when constructing all of our stores. Clancy's Project Management team has relationships and experience in the construction industry that will make your turnkey construction a seamless and enjoyable event.

TRAINING

Prior to the opening of your Clancy's location, we provide you with extensive training in one of our existing stores located in the Vancouver market. During the 12 day training period, the franchisee will spend time in-store as well as one-on-one with our trainers learning how to prep and merchandise the fresh and frozen cases, how to operate the Point of Sale system, how to manage a successful retail store, how to shift employees efficiently as well as many other skills. By the conclusion of the training, you will have become an integral part of the Clancy's team and will have the ability to manage a Clancy's location to its fullest capacity.

ON-GOING FRANCHISE SUPPORT

Clancy's Operations team will be in constant contact with all franchisees to ensure that the Clancy's experience and quality products are consistently being delivered. These key team members will provide ongoing advice on how to improve your operations, maximize your bottom line and grow your sales.

WHAT WE OFFER

REAL ESTATE THE IMPORTANCE OF LOCATION

Prior to a location being secured, we conduct several market viability studies, run demographics, create pro-formas and discuss at length the pros and cons with the Clancy's Executive team.

Clancy's Real Estate expertise has developed a detailed list of desirable features for prospective sites. Below is a sample of these features:

- Residential, commercial and retail mix
- Population of 50,000 +
- 1,000-1,400 sq ft premise
- High traffic location with walk-by and drive-by
- Easy access



STEPS TO BECOMING A CLANCY'S FRANCHISEE

WEEK 1 - 2

Interested party submits a Franchise Application form which can be downloaded from www.ClancysMeatCo.com or requested by calling 778-565-3066. The application is reviewed by the Clancy's Development department. This will include a credit check of the applicant. The interested party is contacted by Clancy's and a phone meeting is scheduled.

WEEK 2 - 4

Based on a successful phone meeting, we will provide the candidate with a copy of our Franchisee Agreement for review. After a review period and due diligence of contacting existing franchisees is completed by the candidate, we will schedule a meeting at our head office. This meeting will include a store tour, personal interview, review of relevant financial materials and introduction to key team members. This meeting is designed to allow candidates to observe store operations first hand while providing key information about the cultural and organizational fit between themselves and Clancy's.

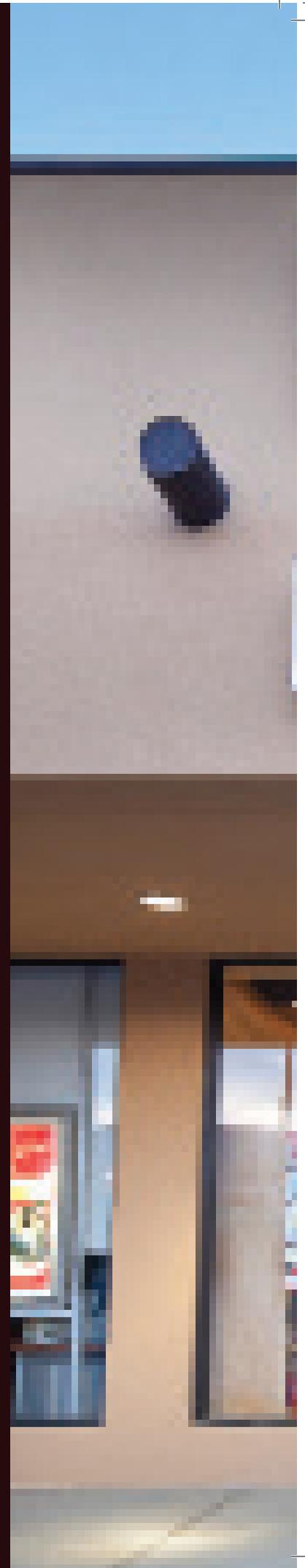
WEEK 4 - 8

Based on a successful application, interview and mutual fit within the organization, a formal approval is extended by Clancy's for the purchase of a franchise. Franchise Agreements are then drafted and signed.

Franchisees at this time will select from a number of available locations already secured by lease or work with our Real Estate department to find an appropriate location within their selected region. After a location is secured and a possession date confirmed, it typically takes 45-70 days to complete construction.

It has been our experience that from the time that a potential franchisee applies for a Clancy's franchise, to the time that their store opens, it takes between 6-12 months.

* This is only an average time. Some locations can take much longer if real estate is unavailable.



CLANCY'S

MEAT CO.



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CLANCY'S

STARTUP COSTS

Opening a Clancy's franchise store will require a capital investment from yourself and potential shareholders. Typically we see the following distribution:

- Personal and Shareholder Investment: \$130,000-\$180,000
- Small Business Loan: \$150,000 - \$200,000

Item Description	Estimated Range of Costs \$	
Franchise Fee	\$25,000	\$25,000
Furniture, Equipment and Signage	\$100,000 (2)	\$145,000 (2)
Opening Advertising	\$5,000	\$5,000
Fixtures and Leasehold Improvements	\$100,000	\$125,000
Design Fees/Blueprints/Engineers/Admin/ Professional Fees	\$10,000	\$15,000
Opening Inventory	\$20,000 (3)	\$35,000 (3)
Working Capital (recommended)	\$20,000	\$30,000
Total Investment Required	\$280,000 (1)	\$380,000 (1)

NOTE (1): *Because these figures are only estimates of the investment required in setting up a Clancy's Meat Co. franchise, it is possible to significantly exceed costs in any of the areas listed above. Actual costs will vary depending on physical size and current condition of the premises. These estimates do not include taxes or extensive exterior renovation. Leasehold Improvement costs may be less depending on any Tenant Allowance obtained from the Landlord*

NOTE (2): *The actual cost of Leasehold Improvements and equipment depends on the size and condition of the premises and the Landlord's work.*

NOTE (3): *The initial supplied inventory is enough to open the store for business. It is generally sufficient for the first seven days after the store opens for business. After which time additional inventory will be needed.*

ONGOING FEES

Royalty Fee	3% of Gross
Advertising Fee	3% of Gross

GROWTH GOALS

Clancy's Meat Co is committed to a Be Local, Buy Local franchise growth program. We are driven to foster profitable partnerships with our franchisees while ensuring high levels of quality control and best-in-class fresh and local product offerings. As a Western Canada company we are focused on BC and Saskatchewan retail opportunities, ensuring operations support and guidance within easy distance of our Head Office in Surrey, BC. Our growth target for Western Canada is based on a solid foundation of one store per year.



LOCAL. CONVENIENT. FRESH. ALL PART OF THE CLANCY'S EXPERIENCE.

FAQ's

Q: WHY WOULD I CHOOSE CLANCY'S MEAT CO. OVER ANOTHER FRANCHISE?

A: Clancy's Meat Co. offers a unique business opportunity that can be operated in almost all communities across Western Canada. The hours of operation are family oriented and the day to day operations are easy to learn and easy to teach.

Q: HOW MUCH DOES IT COST TO ACQUIRE A FRANCHISE?

A: The projected range of costs to open a Clancy's franchise location is between \$280,000 and \$380,000.

Q: DO I NEED ANY PREVIOUS RETAIL OR MEAT CUTTING EXPERIENCE?

A: No. We do not require that you have specific industry experience. We will train all approved candidates and offer ongoing training and learning opportunities to ensure that our franchisees are qualified to own and operate a Clancy's franchise location.

Q: WHAT QUALITIES DOES CLANCY'S LOOK FOR IN ITS FRANCHISEES?

A: We look for driven, motivated and charismatic individuals who have people and/or business management experience. Additionally we look for financial acumen and the ability to learn as well as teach. Ultimately there needs to be a mutual fit between ourselves and the franchisee regarding corporate culture, brand and business ethics and morals.

Q: IS FINANCING AVAILABLE FROM CLANCY'S?

A: Clancy's does not directly finance our franchisees. We do however assist in the preparation of loan applications and maintain a network of lenders that have worked with Clancy's on previous projects. It is the franchisee candidate's responsibility to secure financing and they should do their due diligence regarding any loans or loan approvals prior to becoming a franchisee.

Q: I DON'T HAVE ENOUGH MONEY TO OPEN A CLANCY'S BUT AM VERY MOTIVATED. CAN YOU ASSIST ME?

A: Clancy's does not directly finance our franchisees but there are occasions when we have current franchises that are looking to open or invest into additional locations. Providing that the franchisee candidate meets all our other criteria we will do our best to assist them in partnering with an investor.

Q: HOW LONG DOES THE FRANCHISEE AGREEMENT LAST?

A: The standard Clancy's franchisee agreement has a term of 10 years.

Q: WHAT FORM OF TRAINING AND GUIDANCE IS PROVIDED BY CLANCY'S?

A: Clancy's offers a comprehensive training program over a period of 12 days and includes one-on-one instruction, study tools, in-store training, manuals, testing materials and certification. After successful completion of the training program the Clancy's store opening team then spends an additional 7 days at the franchisee's new location. We will provide support and guidance until such time that the franchisee is capable to run their location independently.

FAQ's

Q: WHERE DO I BUY SUPPLIES?

A: Clancy's has partnered with a national distribution company that will provide approved products to all Clancy's locations across Western Canada. Every store has access to semi-weekly deliveries, volume discounts, federally inspected products and HACCP compliant cold chain management.

Q: IS THERE A RISK TO BUYING A CLANCY'S?

A: All business investments carry a level of risk. Clancy's is no different. It is important to do your due diligence, review all documents and speak with all relevant individuals including your financial and legal advisors prior to making an investment.

Q: HOW LONG HAS CLANCY'S BEEN IN BUSINESS?

A: Clancy's opened its first location in 1997 and subsequently opened several more soon after. The brand was started as a primarily fresh meat store and has evolved into the current format of fresh, frozen and dry goods.

Q: WHERE IS CLANCY'S HEADQUARTERED?

A: Clancy's home office is located at: Suite 204, 16055 Fraser Highway, Surrey, BC V4N 0G2

Q: HOW MANY CLANCY'S STORES ARE IN OPERATION, AND WHERE ARE THEY LOCATED?

A: Please visit our website for a complete and up to date list of our locations: www.ClancysMeatCo.com



FAQ's

Q: WHO OWNS CLANCY'S? IS IT A PUBLIC OR PRIVATE COMPANY?

A: Clancy's is a privately held company based in Surrey, BC that specializes in franchise branding and growth.

Q: CAN I OPEN MORE THAN ONE CLANCY'S LOCATION?

A: Yes. Clancy's business model has been designed to allow franchisees to own and operate multiple units. Franchisees must first demonstrate operational and financial success prior to opening subsequent locations. In addition, Clancy's may require specific multi-store training for franchisees seeking to open more than one location.

Q: WHAT IS YOUR ONGOING ROYALTY FEE?

A: The current royalty fee is 3% of gross sales and is collected on a weekly basis.

Q: WHAT IS THE ONGOING ADVERTISING FEE?

A: The current advertising fee is 3% of gross sales and is collected on a weekly basis.

Q: WHAT IS THE AVERAGE SIZE OF A CLANCY'S RETAIL STORE?

A: Clancy's locations are 1000-1400 sq ft on average.

Q: WHAT ARE CLANCY'S TYPICAL HOURS OF OPERATIONS?

A: Most Clancy's locations operate daily from 10am-7pm.

Q: HOW MUCH MONEY CAN I MAKE WITH A CLANCY'S FRANCHISE?

A: Profitability depends on a number of factors and it is important to note that personal abilities, location and fiscal management amongst many other considerations will positively or negatively impact all business models and a Clancy's Meat Co. franchise is no different.

Q: HOW LONG DOES IT TAKE TO OPEN A NEW CLANCY'S FRANCHISE?

A: It typically takes 6-12 months to open a new location.

Q: CAN I BUILD MY OWN STORE?

A: No. Clancy's provides a turn-key construction service through the provision of a Project Management team. We have found that our franchisees financial interests are better served learning the business of Clancy's versus the business of construction.

Q: CAN MY FRIEND OR FAMILY MEMBER DO THE ELECTRICAL/PLUMBING/DRY WALL ETC?

A: We are open to reviewing all trade references and passing them on to the local General Contractor for consideration. Provided the trades are all able to meet budgets, timing and quality of workmanship we will do our best to ensure they are used in the construction process.

Q: ARE THERE SITES AVAILABLE IN MY AREA?

A: Upon reviewing your application, Clancy's will research available sites in your area and provide you with an answer.

Q: WOULD MY FRANCHISE TRADE AREA BE PROTECTED?

A: Clancy's does not offer territories or specific trade areas. We work hand in hand with our franchisees to responsibly build out potential markets across Canada. Our interests are tied to the success of our franchisees and we act accordingly.

FAQ's

Q: DOES CLANCY'S PROVIDE FRANCHISEE SUPPORT?

A: Yes, we provide valuable support in the following areas: training, site selection, construction, store design/ equipment, store opening, operations and marketing.

Q: IS CLANCY'S AN EQUAL OPPORTUNITY FRANCHISOR?

A: Yes, Clancy's is committed to providing equal opportunities for all interested candidates across Canada. Our interests are tied to the success of our franchisees and we act accordingly.

Q: HOW DOES CLANCY'S SPEND THE ADVERTISING FEES COLLECTED FROM EACH LOCATION?

A: Clancy's spends 100% of the advertising fees collected on in-store marketing (print and video), website and local marketing initiatives such as print and radio. Franchisees are expected to allocate a percentage of sales for additional local store marketing that they personally direct.



FRANCHISEE CHECKLIST

CHECKLIST	DATE	COMMENTS
Franchise Application signed and returned		
Confidentiality & Non-Disclosure Agreement signed and returned		
Initial phone conversation to discuss opportunities within your local area and review the potential fit for both yourself and Clancy's		
Disclosure Document sent and received		
Disclosure Document reviewed, signed and returned		
Follow up phone conversation to review application and discuss next steps		
Review of all relevant information and due diligence		
In-person meeting and store tour		
Approval of Franchise Application *		
Franchise Agreement executed and Franchise Fee submitted		
Welcome to the Clancy's Team!		

**If your franchise application is not approved, you will be given an opportunity to review the reasons and re-apply. We will convene a special committee to complete a secondary review of the updated application and make a final recommendation.*



CLANCY'S MEAT CO.
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