



LA GAZETTE

FRANCHISE EDITION NUM. 003

Follow us!  



BEER
BREWED
ON SITE IS
OUR DNA



WATCH A
VIDEO TO
LEARN ABOUT
3 BRASSEURS



JOIN THE 3 BRASSEURS FAMILY



WELCOME ABOARD!

Since our inception in 1986, our promise has always been the same: to provide a unique experience in a friendly atmosphere reminiscent of the old bistros in northern France, where we are from.

The key to our success was, and still is, an abiding passion for creating a glass of beer perfectly paired with delicious food.

As a 3 Brasseurs franchisee, you will ensure a welcoming environment for your guests.

3 Brasseurs, Brewing Good Times

THE SHORTEST PATH FROM BREWER TO TABLE

Thanks to our craft brewers' expertise, our guests can enjoy a range of draft beers brewed directly in our microbrewery-restaurants' tanks.

We are proud to offer more eco-responsible beers, made from Canadian malt, which do not have to be bottled or shipped.

Result: a refreshing and consistent taste that is not altered by any changes in the temperature or environment.



JOIN US AND START BREWING GOOD TIMES

Your contact: Richard Tranchant - International Development Director
richard.tranchant@les3brasseurs.com

WE ARE A NETWORK OF BREWER-RESTAURATEURS WHO SHARE THE SAME DNA



Beer brewed on-site: the core of our concept



Iconic dishes that compliment our beer



Strong brand, unique concept



We live our passion everyday!



Approachable **pricing**



Our roots: in the north of France



Unique atmosphere, cheerful spirit



3 Brasseurs in 3 words:
Simplicity • Generosity • Warmth



Restaurants with **authentic decor**

Our network offers a **microbrewery** concept paired with a **restaurant** within a **warm and friendly atmosphere**.

Our restaurateurs are **beer enthusiasts** who offer an **exciting and vibrant experience**.

The **strength of our brand** lies in the **creation and production of beer** in our dedicated microbreweries.

Our collaborators are a **community of passionate restaurant professionals**.

OUR VALUES, OUR STRENGTH

GENEROSITY • SIMPLICITY • WARMTH



BEERS BREWED ON SITE, THE CORE OF OUR CONCEPT



BREWING ON SITE, OUR RAISON D'ÊTRE

All beers are brewed in our microbrewery-restaurants. A range of exclusive beers, a blend of authenticity and creativity from our brewers.

EACH RESTAURANT HAS A DEDICATED BREWER

Our brewers are passionate with craftsmanship expertise. They brew manually using a traditional process. It's their creativity that makes it possible to provide each restaurant with exclusive beers in addition to our national offerings.

BREWING IS GOOD BUSINESS

Our recipe for brewing good business is your roadmap. The financial benefits of brewing beer on site is interesting to our partners. For example, as it is brewed without an intermediary, beer offers very high profitability, which strongly impacts the overall margin of our restaurants.

A LABORATORY AND R&D TEAM FOR BREWERS

Each local brewer can rely on the services of an R&D laboratory and assigned operations manager. Our widespread support includes analysis, monitoring quality, training and the dissemination of a brewing culture.

OUR BEERS BREWED ON SITE

TRADITIONAL



BLONDE



2014



AMBER



2012 2015



WHITE



2011 2011 2014 | 2015 2017 2016 | 2018



IPA

EPHEMERAL



LAB LINE

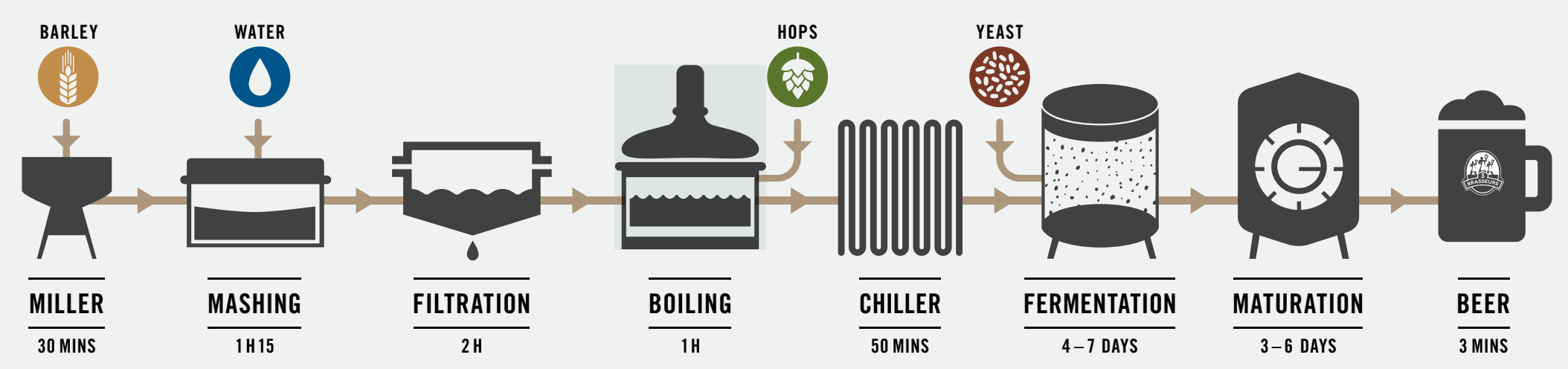


FEATURE BEER



BREWER'S TAP

OUR BREWING PROCESS



CUISINE INSPIRED BY THE NORTH OF FRANCE

We offer generous and comforting cuisine. Food that pleases all palates. 3 Brasseurs is the perfect place for a dinner for two, celebrating with friends or a casual night out.

We believe that the best way to enjoy our craft beers is to pair them with our delicious dishes.

On the menu: a pleasing array of dishes, including our famous Flammekueche, a dish from the north of France that is an absolute must try!

DISHES THAT REPRESENT THEIR COUNTRY

The 3 Brasseurs menu is tailored to the place where the microbrewery-restaurant is located. Our guests are delighted to find their regional favourites on our menu.



TAKEOUT AND DELIVERY




SUSTAINABILITY : FROM WORDS TO ACTION (FOR EXAMPLE, CANADA)



We are proud to have obtained the Aliments du Québec certification, which attests that our restaurants are committed to showcasing local products.

ALIMENTS DU QUÉBEC



LOCAL CHICKEN AND BEEF

We pledge to serve only high-quality chicken and beef raised by Québec and Canadian farmers.

LOCAL CANADIAN CHICKEN AND QUÉBEC BEEF



LOCAL CHEESE

We cook with cheese made from milk that meets the highest international quality and certification standards.

LOCAL CHEESE



FRIEND TO OCEANS

Our suppliers adhere to best farming practices. Our shrimp, tuna, and cod fillets are sustainable seafood products.

CERTIFIED BEST AQUACULTURE PRACTICES, RECOMMENDED OCEAN WISE



FAIR TRADE COFFEE AND TEA

By choosing to serve fair trade coffee and tea, we are ensuring the economic health of farmers and their communities.

FAIRTRADE



RECYCLED PAPER AND REDUCED USE OF PLASTIC

Our menus (The Gazette) are printed on 100% recycled paper, made in Saint-Jérôme and FSC certified – a seal that guarantees the paper's chain of custody. We have also banned the use of plastic straws.

THE SPENT GRAIN IN YOUR MEAL!

WHAT IS SPENT GRAIN?

Spent grain is a by-product of the brewing process.

At 3 Brasseurs, in collaboration with Still Good, we are transforming our spent grain into flour which we use in the production of our burger buns and in the beer batter for our fish & chips.

Spent grain flour contains less sugar and more protein and fiber.



WE SUPPORT OUR PARTNERS EVERY STEP OF THE WAY

PRE-OPENING SUPPORT

- Search for a location
- Provide an architectural and operational guide for concept application
- Theoretical and operational training
- Upon opening, a team of experts to assist you for 14 days in managing your microbrewery-restaurant
- Support services: for local marketing, social media management, brewing technique, supply chain...



TAILORED TRAINING FOR YOUR TEAMS

- For the candidate partner: 8 weeks of training in a restaurant to learn our systems for marketing, operations, finance, human resources and more
- Training for your brewer: 8 weeks, done by experts
- Training for your chef: 8 weeks in a restaurant



ASSISTANCE FROM OUR SUPPORT TEAM

- A director of operations to assist you in the management of your microbrewery-restaurant.
- Support teams to assist with local, marketing, social media management, supply chain, beer techniques, etc.

PROCESS TO BECOMING A 3 BRASSEURS FRANCHISEE



JOIN THE 3 BRASSEURS FAMILY

3 DIFFERENT PHYSICAL PLANTS FOR 3 INVESTMENT OPPORTUNITIES



800 m² (260/300 seats)
Leisure area - High traffic mall - Major city center



600m² (200 seats)
Catchment areas of mid-sized cities (without leasure area)



400 m² (150 seats)
Suburbans / Small city center

Average turnover: 3.2 M €

Local Marketing Investment: 1.5%*

LOCATION CONDITION
Population of 30,000 inhabitants

Master Franchise and Lease Management opportunities.

Please contact Richard Tranchant, International Development Director, for more information.
richard.tranchant@les3brasseurs.com

*This is not a royalty but a commitment by the franchisee to invest this amount.

A WORD FROM OUR MANAGERS



MARIE-ÈVE GAGNON - GENERAL MANAGER - 3 BRASSEURS LAURIER



THALE WINSTON - GENERAL MANAGER - 3 BRASSEURS SPARKS

THE IDEAL 3 BRASSEURS MANAGER PROFILE

“The ideal manager is passionate about beer and food. That person is a coach and leader who will lead by example and bring employees to perform at their very best. He/she pays attention to small details, does not back down from challenges and understands that his/her daily actions will have an impact on the company’s results.”

THE FUTURE 3 BRASSEURS IS...

“The future 3 Brasseurs is a combination of daring craft methods not just for beer and food, but also for the environment, and its involvement in its neighbourhood and community. The 3 Brasseurs of tomorrow will undoubtedly be seen as an employer of choice that will place people at the core of decision-making and keep progressing in the Quebec and international microbrewery industry while maintaining traditional methods.”

WHAT DO WE EXPECT FROM OUR FUTURE PARTNERS?

- Having experience in the restaurant industry.
- Having a true entrepreneurial spirit.
- Being present in your community.
- Demonstrating a keen business sense.
- Caring about guest experience.
- Being involved with your teams on a daily basis.

WHERE ARE OUR MICROBREWERY-RESTAURANTS?

After France, Canada has the second largest number of restaurants.

Other countries with restaurants: Tahiti, Reunion Island & New Caledonia and Brazil



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