

Join the Hometown Team
Two Winning Brands

FLAME  BRICKS[®]
YOUR VILLAGE PIZZERIA SHOP



POWERED BY
BG
WEALTH GROUP™

WHY A BG WEALTH GROUP FRANCHISE?

TURNKEY | SCALABLE | PROFITABLE

Unique community engagement:

All our restaurant owners and managers are active community members and our owner /operators understand the importance of getting involved. Staffed with respected community members, our stores have become integral to the community.

Streamlined and efficient operations:

Our thorough, hands-on training and 24/7 support for local managers ensures efficiency and results in consistently high employee productivity levels.

Standardized ingredients and processes:

At Flame 'N Bricks Pizzeria[®], our special homemade dough and fresh farm-sourced ingredients ensure our products always look and taste great.

At Coach's Burger Joint[®], we serve 6oz roadhouse burgers with fresh-cut fries, and our chicken meals are incredibly popular and profitable.

Superior value:

Combining our purchasing power and efficiencies helps keep consumer costs low while maintaining extremely high-quality, mouth-watering products.

A wide variety of menu items:

Our wide variety of menu items ensures there is something for every member of the family and enables people to visit multiple times each week to take advantage of a variety of options.

Take-out restaurant model:

95% of our business is take-out, so our stores were able to remain largely unaffected by the COVID-19 pandemic in 2020. Our takeout model means there is no wasted square footage in our stores and no serving staff to pay (decreasing labour costs), which results in more profit for owners.



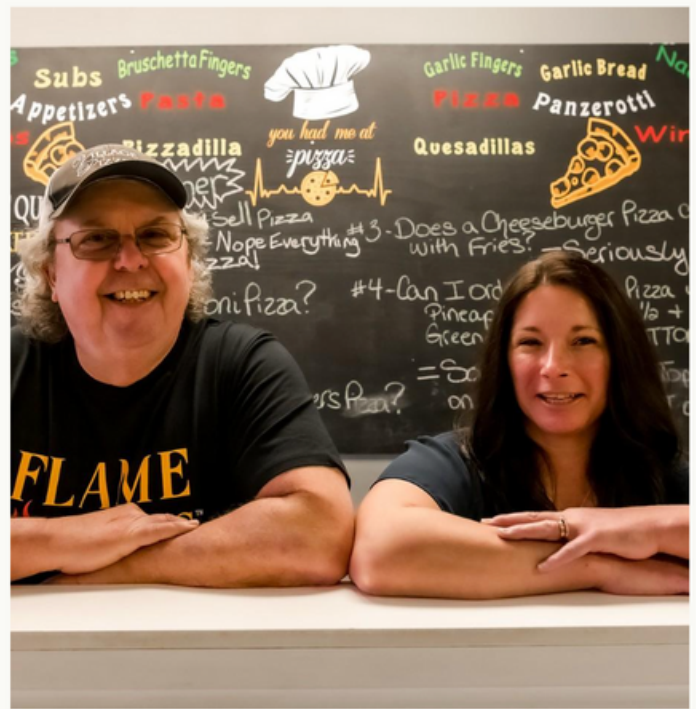
OUR STORY

This family business was started by a husband and wife team, Tracy Skillen and Scott Heard, who purchased the Village Pizzeria in 2013 in the small town of Lucknow, ON, population of 1,121 people.

Tracy, a great cook and foodie, started by modifying the existing recipes and the dough, which quickly resulted in tripling their monthly revenues.

Within a few short months, Scott had to quit his full-time position to join Tracy and help with the daily operations as the business continued to grow.

They became a part of the community, catering to local community events, and supporting programs, while building strong relationships, which has been the restaurant's success model.



Within a short time, they created a warm, welcoming, and caring local business with the support of their customers and staff, who became part of the family.

From there, they saw the possibility of further growth, and with the help of investors, have continued to grow locations and brand recognition.

In 2021, Village Pizzeria rebranded to become Flame 'N Bricks Pizzeria[®], coinciding with the addition of new locations.

Expansion continued in 2021 to Warton with the first Coach's Burger Joint[®] followed closely with 2 locations in Goderich: Flame 'N Bricks Pizzeria[®] and Coach's Burger Joint[®].

YOUR SUCCESS IS BACKED BY AN EXPERIENCED TEAM

Our company is built on the values of integrity, excellence, and community values, with a strong and vibrant culture at its core. BG Restaurant brands leverage the unique skills of each team member to support its launch and growth strategy.

WHO WE ARE

YOUR TEAM



SCOTT HEARD
CO-FOUNDER & CEO

✉ SCOTT@BGWEALTHGROUP.COM



TRACY SKILLEN
CO-FOUNDER CULINARY EXPERT

✉ INFO@BGWEALTHGROUP.COM



ALEX DE JONG
GENERAL MANAGER RESTAURANT
OPERATIONS

✉ ALEX@BGWEALTHGROUP.COM

TEAM MEMBERS



SHANNON HEARD
Director of Inventory Control



KAYLA SKILLEN
Marketing Co-ordinator
& Social Media Manager



HAYLEY POPPE
Executive Assistant

ONTARIO BUSINESS LOCATION STATISTICS

Location	30 Min Radius	Nerby Competition	POP	Rent Rates	Price Per Sq/ft	No. of Nearby Schools
Hamilton	Stoney Creek Caledonia Bradford Beamsville	Multiple franchises McDonald's (10)	579,000	\$2,000		15 Highschools 7 Colleges
Kitchener	Elmira Cambridge Woodstock	Multiple franchises McDonald's (10)	242,368		\$40 / square foot	16 Highschools 2 Colleges
London	Exeter St.Thomas Lucan Strathroy	Multiple franchises McDonald's (18)	404,699		\$20 - \$35 / square foot	8 Highschools 2 Colleges
St Catherines	Welland Port Colborne Niagara Falls	Multiple franchises McDonald's (7)	140,370	\$1,500 - \$2,000		11 Highschools 2 Colleges
Windsor	Belle River Essex Amherstburg	Multiple franchises McDonald's (11)	233,763		Price Per Sq/ft	7 Highschools 4 Colleges
Barrie	Orilla Angus Wasaga Beach Innisfil	Multiple franchises McDonald's (8)	153,356		Price Per Sq/ft	10 Highschools 1 College
Guelph	Elmira Halton Hills Milton Fergus Elora Orangeville	Multiple franchises McDonald's (5)	135,474		Price Per Sq/ft	6 Highschools 2 Colleges

Continued 

ONTARIO BUSINESS LOCATION STATISTICS

Location	30 Min Radius	Nerby Competition	POP	Rent Rates	Price Per Sq/ft	No. of Nearby Schools
Kanata	Stittsville Carleton Place Kemptville	Multiple franchises McDonald's (21)	117,310			7 Highschools 2 Colleges
Ottawa	Kemptville Morrisburg Smith Falls	Multiple franchises McDonald's (21)	994,837	\$2,000 - \$3,000		25 Highschools 4 Colleges
Kingston	Greater Napanee Verona Odessa Amherstview	Multiple franchises McDonald's (7)	136,685			6 Highschools 3 Colleges
Brantford	Simcoe Burford Paris Caledonia Hagersville	Multiple franchises McDonald's (3)	102,159			3 Highschools 1 Colleges
Belleville	Quite West Brighton Stirling	Multiple franchises McDonald's (3)	50,720	\$1,000 - \$1,500		5 Highschools 1 Colleges
Sudbury	Espanola	Multiple franchises McDonald's (3)	164,926			5 Highschools 5 College

Franchise for Sale

Coach's Burger Joint® - Wiarton, ON



This fast food restaurant is unique because, despite being a franchise, it has a "Mom and Pop shop" feel.

Coach's Burger Joint® Wiarton is open and ready for you to take over this successful business. This location has been open since November 2021.

Coach's Burger Joint has something for everyone.
What are you craving?

We are looking for partners to join our small-town community businesses.

We offer a simple, profitable, low-cost, growing business. The success of our franchisees is our number one priority.

This franchise opportunity is in the town of Wiarton, Ontario. Located on the main street and directly on the only highway access to the well-traveled tourist destination of Tobermory and a popular cottage area for people from Toronto.

Coach's Burger Joint® has a variety of fantastic menu offerings, from great-tasting burgers, chicken, fish, sandwiches, and salads, all served in our small-town relaxed atmosphere.

Our team has years of restaurant development and operations experience. We provide hands-on training and continual support. Our turn-key operation provides all the support to launch and grow your business.

Initial Franchise Fee - \$35,000

Investment \$149,000

Royalty Fee 5.5% Advertising 4%

- Located near the shores of Georgian Bay
- Situated on the only road leading to a popular summer vacation destination
- Extensive traffic count
- Only restaurant of its kind open year-round
- Popular location for people from the Toronto area to visit and vacation
- Home to an ever-popular winter Wiarton Willie festival with international media coverage

Square footage: 1100 square feet

Equipment: All new Flat cooktops, Char Broiler, Freezers, Fridges, POS, Ice Cream Freezers, Prep Tables, Deep Fryers, and more.

Population: 2300 residents with an extensive increase during the summer months.

Location: Has great parking, near beach and campgrounds, stores, gas station.

Franchise for Sale

Coach's Burger Joint® - Goderich, ON



This fast food restaurant is unique because, despite being a franchise, it has a "Mom and Pop shop" feel.

Coach's Burger Joint® has something for everyone.
What are you craving?

We are looking for partners to join our small-town community businesses.

We offer a simple, profitable, low-cost, growing business. The success of our franchisees is our number one priority.

Our Goderich location is fully operational and opened in spring 2022. Since then, this location has continued growing and increasing its profitability.

This successful small-town business is in an excellent location for a family who enjoys being part of a community and a life outside of the "big city" with all the amenities of the city.

Coach's Burger Joint® franchises are supported by a team that has years of restaurant development and operations experience. We provide hands-on training and continual support. Our turn-key operation provides all the support to launch and grow your business.

Initial Franchise Fee - \$35,000
Investment \$220,000 - \$300,000
Royalty Fee 5.5% Advertising 4%

- Located just off the main town square and next to Hwy 21 with plenty of free parking
- Large population increase during the summer months
- Set on the eastern shore of Lake Huron, in an area known as Ontario's West Coast, the town's location is on beautiful beaches with wonderful sunset views.
- Only 10-minute drive from many smaller towns populated with families who frequently shop in Goderich

Square footage: 1000 square feet

Equipment: All Included

Population: 7,600 residents

Location: Located just off the main square in town, near retail stores, and 5 mins to the beach, plenty of free parking.

Franchise for Sale

Flame 'N Bricks Pizzeria® - Goderich, ON



Flame 'N Bricks Pizzeria® is a quick-service restaurant serving up happiness through pizza, pasta, and other delicious choices for our local communities.

We serve everything from our perfectly cooked and undeniably delicious pizzas to a full menu of other items – including appetizers, salads, pasta, wings, pizzadillas, panzerotti, and subs.

We have the best kid-friendly, parent-approved options for diners of all ages.

We are looking for partners to join our small-town family of businesses. We offer a simple, profitable, low-cost, growing business. The success of our franchisees is our number one priority.

Our Goderich location is fully operational and opened in 2021 during the pandemic. Since then, this location has continued to grow and increase its profitability.

This thriving small-town business is in an excellent location for a family who enjoys being part of a community and wants a life outside the “big city” with all the amenities of a city.

A team with years of restaurant development and operations experience supports Flame 'N Brick Pizzeria® franchises. We provide hands-on training and continual support. Our turn-key operation offers all the support to launch and grow your business.

Initial Franchise Fee - \$35,000

Investment \$149,000

Royalty Fee 5.5% Advertising 4%

- Located in the centre of town with plenty of free parking
- Large population increase during the summer months
- Set on the eastern shore of Lake Huron, in an area known as Ontario's West Coast, the town's location is on beautiful beaches with wonderful sunset views.
- Only a 10-minute drive from many smaller towns populated with families who frequently shop in Goderich
- Good assumable lease

Square footage: 1000 square feet

Equipment: All Included

Population: 7,600 residents

Location: Located on the main square in town, near retail stores & the courthouse, 5 minutes from the beach.

COMBO

Flame 'N Bricks Pizzeria®

Coach's Burger Joint®



Flame 'N Bricks Pizzeria® quick-service restaurant serving up happiness through pizza, pasta, and other delicious choices for our local communities.

We serve everything from our perfectly cooked and undeniably delicious pizzas to a full menu of other items – including appetizers, salads, pasta, wings, pizzadillas, panzerotti, and subs.

We are looking for partners to join our small-town community businesses.

We offer a simple, profitable, low-cost, growing business. The success of our franchisees is our number one priority. Feel confident being supported by a team that has years of restaurant development and operations experience. We provide hands-on training and continual support. Our turn-key operation provides all the support to launch and grow your business.

Coach's Burger Joint® is a unique fast-food restaurant because, despite being a franchise, it has a "Mom and Pop shop" feel.

Coach's Burger Joint Warton is open and ready for you to take over this successful business. This location has been open since November 2021.

Coach's Burger Joint has something for everyone.
What are you craving?

We are looking for partners to join our small-town community businesses.

We offer a simple, profitable, low-cost, growing business. The success of our franchisees is our number one priority.

Coach's Burger Joint®:

Initial Franchise Fee - \$35,000

Investment \$220,000 - \$320,000

Royalty Fee 5.5% Advertising 4%

Flame 'N Bricks Pizzeria®:

Initial Franchise Fee - \$35,000

Investment \$220,000 - \$320,000

Royalty Fee 5.5% Advertising 4%

Combo:

Initial Franchise Fee - \$50,000

Investment \$350,000

Royalty Fee 5.5% Advertising 4%

With our assistance, select either your own town or choose from one of the towns we suggest.

Join the Hometown Team

Two Winning Brands

For more information on how
you can join our family,

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Flame 'N Bricks Pizzeria

Goderich, ON:

flamenbrickspizzeria.com/locations/goderich/

Lucknow, ON:

flamenbrickspizzeria.com/locations/lucknow/

Coach's Burger Joint

Goderich, ON:

coachsburgerjoint.com/locations/goderich/

Warton, ON:

coachsburgerjoint.com/locations/warton/



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YOUR VILLAGE PIZZERIA SHOP

