



# BRG

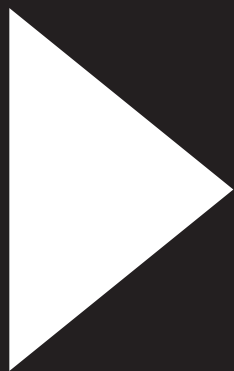
BROWNS RESTAURANT GROUP

— 2024 —

Corporate Profile



# OUR MISSION



BROWNS RESTAURANT GROUP'S MISSION IS TO GROW WORLD CLASS RESTAURANT BRANDS THAT CREATE WEALTH AND OPPORTUNITY FOR OUR PARTNERS.



# ABOUT BRG

## What We Believe

We believe that every community deserves a great restaurant, run by local ownership, that brings people together and adds value to the community. We believe in helping people get into business 'for themselves' but not 'by themselves'. We believe that quality is the main ingredient in any great hospitality experience. We believe that hand cutting our own French Fries is the harder choice, but the right choice.

## What We Do

Browns Restaurant Group (BRG) is a Vancouver based restaurant franchisor and concept incubator. We develop, operate and support restaurant concepts in the premium casual (full service, liquor licensed) sector. BRG has over 80 franchised locations in operation. The primary brand in Canada is Browns Socialhouse and the name Scotty Browns is used for a similar concept in the US. Our other restaurant concepts include Browns Crafthouse and Liberty Kitchen.

## How We Do It

BRG is fortunate to have a team of over 40 passionate, imaginative, experienced and high energy people. Our in-house design team, extensive culinary and operations teams along with our 100% restaurant pedigree leadership team are all tasked with maintaining the vitality of our business and growing our brands. We do everything we can to develop and distribute the right tools to allow our franchise family to operate on our solid values of innovation, service and quality. We know that every guest experience is a result of the combined efforts of our corporate team members, local franchise owners, their management teams and especially the service and kitchen teams at the restaurants. We are only as good as the last meal we serve and we count on our people to execute to the highest standard possible.

---

## ▶ BRG CONCEPTS

**BROWNS SOCIALHOUSE**  
restaurant . bar . socialize

scotty browns  
RESTAURANT • LOUNGE • SOCIALHOUSE

  
**LIBERTY  
KITCHEN**

  
**BROWNS CRAFTHOUSE**  
KITCHEN & BAR



# CONCEPT OVERVIEW

## BROWNS SOCIALHOUSE

restaurant . bar . socialize



Browns Socialhouse is a premium casual dining restaurant, and the first restaurant brand that was created for the BRG portfolio. It was designed to be franchised and to work as the template for future brands. The “small footprint” business model brings efficiencies and enhancements that “big box casual” simply cannot match.

And, we trademarked the name “Socialhouse”. We own it. No one else can use it. Socializing is at the core of what we do. Bringing people together who formerly would have chosen between a pub, for a casual experience, or high end restaurant for a great meal. The success and acceptance of this fresh idea has translated into over 60 locations across Canada and more under development agreement. We are making a splash in the Ontario market and expect this to generate a large number of locations as the opportunity becomes a reality.

## LIBERTY KITCHEN



Liberty Kitchen is a premium casual style restaurant that features globally inspired favorites with a focus on Mediterranean cuisines and warm climate culinary traditions. The thoughtful design, curated beverage program and wholesome food all come together to offer a local escape from the grind of everyday life.

Built on the same operating “chassis” as our Socialhouse brand, Liberty Kitchen is purpose built to offer communities a new occasion to dine out. Timeless techniques and fresh ingredients prepared in-house in an open kitchen is our culinary edict for this brand. Hand-stretched pizzas, modern takes on traditional pasta’s, and using fresh ingredients are at the core of the food offerings. After years of research and testing, we’ve chosen a top-of-the-line hearth stone deck oven, ensuring each pizza achieves the perfect balance of flavour, texture, and finish. The concept provides an on-trend, high quality food and beverage experience in a design that could be described as being “alive, modern and inviting”.

# CONCEPT OVERVIEW



**BROWNS CRAFTHOUSE**<sup>®</sup>  
KITCHEN  BAR



Browns Craffhouse is a casual restaurant brand that celebrates all things made with skill or by hand. Designed to take advantage of the name recognition of Browns, and the proven operating system, Browns Craffhouse offers a youthful music, décor and food program geared towards gathering after work or a sporting event. The brand provides an energetic community destination for all consumers who value quality house-made food served in a fun and unpretentious environment. All of this makes the brand a perfect fit for communities with young professionals or post-secondary institutions. Browns Craffhouse offers a fun and contemporary cocktail program alongside local brews so that guests can enjoy what is on trend and local in the area. Each restaurant focuses on its local geography or market area for inspiration and a selection of optional offerings. By taking local market needs and trends into consideration in planning each individualized restaurant's menu we can increase the opportunity to tap into local consumer loyalty and engagement.

scotty browns  
RESTAURANT • LOUNGE • SOCIALHOUSE



Scotty Browns is our upscale casual brand, tweaked for the U.S. market. We offer the same "Socialhouse" principals and support, combined as a franchise package designed to work in the American market. We use slightly different food ingredients, beer and wine offerings and other products, according to local availability, but we are after the same high quality and great end result. The service model is the same.

Currently, there are two Scotty Browns restaurants, all situated in the State of Washington, with an expansion into Hawaii coming in 2025.



# CHAIRMAN & CEO

Scott “Scotty” Morison is the founder and sole owner of Browns Restaurant Group. He has traveled the world looking for great restaurant food and designs. He is responsible for conceiving the brand(s) and guides all aspects of concept development and restaurant design, from our culinary programs to our audio playlists. He is heavily involved in all programs and initiatives that shape Guest experiences. As he likes to say, “If it involves the senses, it involves me.” With a lifetime of restaurant experience under his belt, Scotty is an intuitive visionary that perceives and anticipates the needs of targeted demographics. Scotty’s instinct is to focus on delivering great experiences to ensure the ongoing health of our brands. He watches for emerging trends, and collaborates with our senior team to stay ahead of the curve.

He is both curious and creative. He combines his interest in innovation with his drive to succeed in business in unique way that mystifies and intrigues. People gravitate to him as a result of his work. From his ability to design beautiful rooms that people want to socialize in to his amazing problem-solving skills (honed through opening scores of cutting-edge restaurants) and beyond, Scotty is always living his mantra: “There is no finish line.”

A man who thrives on challenging the norm and who believes in learning from both successes and failures, Scotty largely attributes his creativity and innovation to his travels around the world. Prior to starting up Browns Socialhouse back in 2004, Scotty left a successful partnership in the Cactus Club Café business, which he co-founded with Richard Jaffrey. They also created and operated Café Cucamonga’s, a fondly remembered sandwich and ice cream parlor. Scotty trained as a chef at the Southern Alberta Institute of Technology and first practiced those skills with Earls Restaurants in the early ‘80s. He has been to art school and is a life long learner!



# KEY PLAYERS

## EXECUTIVES

Scott “Scotty” Morison  
Chairman & CEO

James MacFarlane  
President & COO

Bruce Fox  
Executive VP - Business Development

Chris Svensson  
Vice President of Operations

Mary Lynn Tardelli  
Vice President - Finance & Administration



---

## SENIOR MANAGEMENT

Ian McRae  
Director of Design & Construction

Dave Mackie  
Director of Supply Chain Management

Matthew Hoag  
Director of Special Projects

Michael Steh  
Director of Culinary Development

Ryan Anderson  
Director of Operations - Hawaii

Scott Ward  
Senior Business Advisor



# FUNDAMENTALS

## Food Style

At BRG, our food program is built on a foundation of high-quality ingredients and housemade products. Our dedicated team collaborates closely with our vendor partners to ensure we receive the best products for our guests. With these amazing ingredients we strive to create as much from scratch as possible. We realize this may not always be the easiest tactic, but we know it is the right one. We also believe in an unpretentious approach when it comes to food. Our chefs keep an open mind and realize that culinary inspiration can come from anywhere. Whether it be at a local food truck or a 5-star restaurant in New York, we understand there are no limits when it comes to great dishes.

## Cocktails

Interesting, refreshing and affordable drinks are an important component of all of our brands conceptual signatures and having the ability to offer unique, high-quality beverages is central to our business plan. We have built relationships with local, regional, national and international beverage suppliers to ensure a great selection of value-conscious options are available for our guests.

## Product & Quality

We strive to provide a superior and unparalleled dining/bar experience for our guests in all markets, no matter which concept they may visit. Our menu pricing is set to be very competitive, across a spectrum of market environments, while ensuring a fair return and “fair profit” for our operators and investors. This is key to permitting operators to fully engage in delivering the highest guest experience, product quality, presentation and service style.

## Atmosphere

Each concept has its own entertaining and relaxing environment which is created through building beautifully designed spaces. Key features and attributes include comfortable settings, a mix of inviting seating styles and stimulating visual components. We always offer bar seating that promotes socializing and this is popular with a variety of guests for a variety of reasons. Audio systems feature upbeat hand selected tunes (we like to call it “eater friendly music”) and television monitors (where appropriate) are carefully placed so that they are not intrusive. In some brands, we heat up the action through large screen TV walls to take advantage of high profile sports events and to create a more active bar experience. We work hard to tailor the atmosphere of our locations to the communities our restaurants reside in.



# FUNDAMENTALS

## ▶ A brand is a promise.

A brand is a promise. No matter to whom it is made, it stands. We know that customers, employees, vendors, the media and all other key constituents expect the highest standards when dealing with us. We know that everyone is a part of delivering on a promise, through the part that they play in either systems development or in execution.

We are dedicated to finding ways to support our franchisees while building the strength of our brands. Our Mission Statement speaks to this as a commitment and way of thinking.



## Our Business Approach

BRG's core principals embrace the "triple win" approach; meaning that all initiatives must benefit the guest, the team, and the brand in order to become part of our operational activities. This philosophy ensures that our desire for integrity and accountability is front and center at all times with all members of our team.

# THE BRG WAY

## Innovation & Iteration

Our culinary team is stationed in the kitchens of our corporate restaurants, when they aren't out in our restaurants, visiting growers and producers or checking on the latest food trends. Having our chefs within our restaurants allows them to get real-time feedback from guests and team members executing the items. It also allows them to reiterate our current menu items to ensure they are the best they can be. Our procurement team is also heavily involved with culinary development and works alongside our chefs and vendor partners. Having these close relationships with producers and growers allows our teams to have access to the highest-quality ingredients possible.

## Operations Systems

Consistency is key to success, especially in the restaurant industry. To ensure our brands are offering a consistently high level of service and product, all critical tasks and functions are documented in our Operations Manuals. Franchisees are trained according to these systems and are also coached on implementation and execution of our business strategies.

## Franchisee Training

Training and development is fundamental to BRG's ongoing operations strategy. We start by selecting as franchise owners, individuals who are proven successes in the restaurant business.

## Field Support

Reviews and Audits are scheduled and conducted to ensure compliance. Audit and observation results are discussed with franchisees on a routine basis at business meetings held by the Corporate Executive team.





# THE BRG WAY

## Employee Training Platforms

Throughout a team member's tenure with our organization, there are structured training programs tailored to support Front of House, Back of House and Management. Utilizing remote, in-person, and real world scenarios, our workshops and training touches on all aspects of our roles in a variety of ways to support every learning style. This also includes testing and continual feedback on your progress from your trainer and manager.

1. **Front of House Programs** - Host, Expo (Expediter), Server, Hostender, Manager & General Manager
2. **Back of House Programs** - Prep, Cook, Sous Chef & Head Chef

Chef & General Manager training includes an intensive sign-off process at our Corporate Training Centre.



## Financial Review Process & Business Coaching

- Sales of all locations are monitored on a weekly basis by owners and the corporate Finance & Administration department
- Financial data is provided to Franchisees; the Corporate team supports with guidance on how to interpret data
- Every Franchise receives a formal Annual Business Review. We go over every part of the business, top to bottom including Key Business Indicators, profitability, guest feedback, physical plant condition and marketing opportunities in the community.
- Business planning guidance and assistance with financing applications is available for both new and existing franchisees

# THE BRG WAY

## Communications & Ongoing Learning Opportunities

We hold a Bi-Annual Franchise Conference, as well as regular interval meetings, where owners and key participants can meet, share ideas, learn about trends in our business and plan for the future. We believe that sharing information and staying in touch with current trends is the best way for our franchise owners to stay ahead of the competition. Our Operations team is always in the field to ensure that each franchise is up to date and provided with guidance on current business issues. There are periodic opportunities created to gather groups together for a variety of reasons including culinary development, management and leadership training, operational alignment, and general business performance management.

We believe that an engaged and informed network with open pathways to connect and exchange information will outperform and excel.

## Ownership Culture

We believe that the franchise model provides excellent opportunity for growth and achievement and we are dedicated to developing restaurant brands that can be franchised. We encourage the development of relationships between the levels of management across the system. We promote the idea of ownership as an option to be explored by all team members, right from the time they join the organization no matter where it is located or which concept they may be engaged with. The best candidates for future ownership are those who already know the drill and have the DNA and the passion to grow and to support the principles of the brands we offer.

Our senior team and most of our management has a career path that finds its roots in the industry at entry level positions. We have all worked in a variety of brands and concepts and collectively we are determined to provide opportunity to grow and progress to anyone with ambition and dedication to achievement, and a desire to be *“in business for themselves, but not by themselves”*.





# MARKETING

## Marketing

Browns Restaurant Group has a simplified approach to the marketing side of the business. Our strategy is simple, yet effective. We do not charge a National Marketing Fee, preferring to leave the money typically spent on this in the hands of our franchisees. We stick to a “4/4/4” strategy, meaning we ask our franchise owners to focus on the communities that their restaurants are located in, starting within their own “4 walls”, covering the immediate 4 block area, and finally within 4 kilometers of the restaurant.

We firmly believe that the best marketing is PWOM (Positive Word of Mouth). We all know, through our own personal experience, that if a guest loves the occasion, in all aspects, that they will tell people and then come back, bringing friends!

We have an aversion to doing paid advertising. As ground-breakers, we make every effort to rely on two key support pillars for marketing:

**1. Build and operate a great restaurant with a superior design.** We invest heavily in designing restaurants that are unique in each location and that reflect our “snowflake design” approach. We also manage all sensory facility environment aspects to a degree unparalleled by our competitors.

**2. Offer and deliver a superior guest experience.** We focus on developing excellent training materials and strong development programs so that our franchisees can focus on recruiting and execution at the store level. Keying in on the guest, through the people who work in the restaurant pays strong dividends.

Social Media also plays a part in today’s active consumer communication channels. BRG oversees social media content to ensure appropriate brand messaging, they also manage corporate Instagram, TikTok, LinkedIn accounts, and all corporate websites.

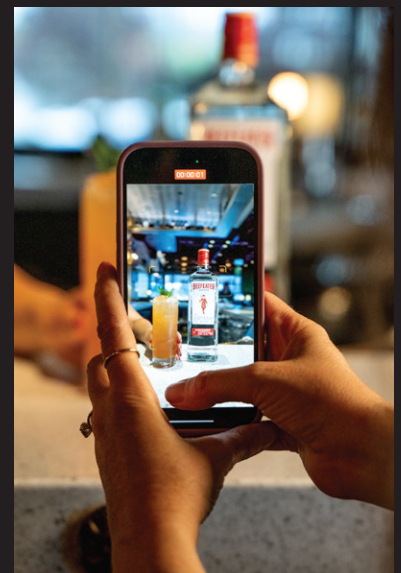
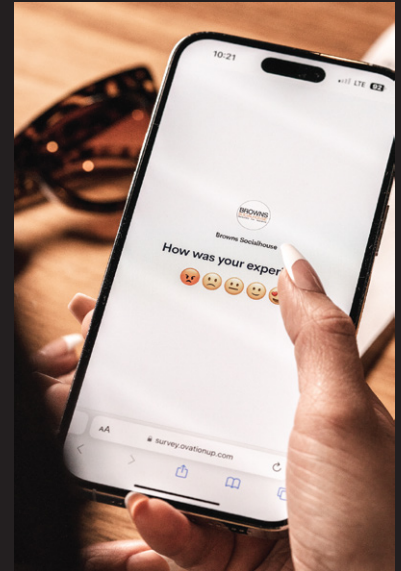
We supplement this overarching strategy with “LSM” or Local Store Marketing. As we are a franchised business, with multiple markets to cover, we also provide on-brand materials for community marketing tactics and in-store collateral.



# MARKETING

## BRG Support Tools:

- Menu Graphics & Templates
- Print & Collateral for In-Store Programs
- Branded Gift Card Program
- Display Boards & Signage
- Short form video content through Corporate Instagram & TikTok accounts (used for informational videos, company updates and more)
- Managed (curated) Music Program
- Trademark acquisition and protection
- Research (Market, Consumer, etc.)
- Consumer Feedback System (Ovation, etc.)





# GREAT MOMENTS

2004 – First Browns Socialhouse location opens; North Vancouver, BC

2009 – First Scotty Browns location opens; Bellingham, WA, USA

2011 – First Saskatchewan location opens

**2012 – F&H Pinnacle Award Winner; Regional Company of the Year**

2012 – F&H Tops in Hospitality Award; “Fastest Growing Chain”

2013 – First Alberta location opens

2014 – First Manitoba location opens

2014 – First Ontario location opens

2014 – F&H Tops in Hospitality Award; “Fastest Growing Chain” (2nd time)

**2014 – Scott Morison, BC Restaurant Hall Of Fame**

2014 – CFA Awards of Excellence Winner; New/Emerging Franchises

2014 – CFA Franchisee’s Choice Designation

2015 – CFA Award of Excellence Winner; New/Emerging Franchises

2015 – CFA Franchisee’s Choice Designation (2nd time)

2015 – F&H Tops in Hospitality Award; “Fastest Growing Chain” (3rd time)

**2015 – Browns Socialhouse hits \$100M in revenues**

2016 – F&H Tops in Hospitality Award; “Fastest Growing Chain” (4th time)

2016 – F&H Top 100 Report, ranked #39

**2017 – Pinnacle Award Winner; COMPANY OF THE YEAR**

2017 – CFA Franchisee’s Choice Designation (3rd time)

**2018 – First Liberty Kitchen opens (Grandview, Surrey, BC)**

2018 – CFA Franchisee’s Choice Designation (4th time)

**2018 – First Browns Craffhouse opens (Downtown Vancouver, BC)**

2018 – 60th Browns Socialhouse location opens

**2019 – BRG System Reaches \$200M in Revenues**

2019 – Flagship QE Theatre Browns Socialhouse opens in Downtown Vancouver

2019 – Bruce Fox inducted to BC Restaurant Hall of Fame

**2019 – F&H Top 100 Report, ranked #34**

**2021 – BRG reaches the 80 unit milestone**

**2023 – F&H Top 50 Report, ranked #25**

**2024 – BRG Celebrates 20 Years of Excellence!**

FOODSERVICE  
AND HOSPITALITY

Company  
of the  
Year  
2017

BROWNS RESTAURANT GROUP



# SOCIAL MEDIA & CONTACT

## WEBSITES

[www.BrownsSocialhouse.com](http://www.BrownsSocialhouse.com)  
[www.ScottyBrownsRestaurant.com](http://www.ScottyBrownsRestaurant.com)  
[www.BrownsCrafthouse.com](http://www.BrownsCrafthouse.com)  
[www.EatLiberty.com](http://www.EatLiberty.com)  
[www.ScottyBrownsHI.com](http://www.ScottyBrownsHI.com)  
[www.BrownsRestaurantGroup.com](http://www.BrownsRestaurantGroup.com)

## INSTAGRAM

@BrownsSocialize  
@BrownsCrafthouse  
@EatLiberty

## TIKTOK

@BrownsSocialize

## LINKEDIN

/Browns-Restaurant-Group

## For Real Estate Inquiries Please Contact:

### Kelly Farraj

Senior Vice President | Sales Representative

O: 416.636.8898 EXT. 249 | C: 647.286.4041

[kfarraj@thebehargroup.com](mailto:kfarraj@thebehargroup.com)





# THE BEHAR GROUP™

## BROKERAGE & COMMERCIAL REAL ESTATE SERVICES

LANDLORD  
SERVICES

TENANT  
SERVICES

CAPITAL  
MARKETS

ADVISORY  
SERVICES

### Head Office (Mailing Address)

1170 Sheppard Ave W, Unit 24  
Toronto, ON M3K 2A3

Tel: 416.636.8898 | Fax: 416.636.8890

### Downtown Office

30 Duncan St, Suite 201  
Toronto, ON M5V 2A3

### Vancouver Office

1090 Homer Street, Unit 310  
Vancouver, BC V6B 2W9

The Behar Group Realty Inc., Brokerage  
[www.TheBeharGroup.com](http://www.TheBeharGroup.com)

#### DISCLAIMER & DISCLOSURE - IMPORTANT INFORMATION - PLEASE READ

**Brokerage Duties and Representation Disclosure:** The Real Estate Council of Ontario (RECO) regulates real estate professionals in Ontario. RECO's mandate is to protect the public interest by promoting a safe and informed marketplace and administering the rules that real estate agents and brokerages must follow.

As of December 1, 2023, new legislation has come into effect (TRESA -phase 2). These changes affect how you interact with real estate agents and brokerages.

Please read the Information guide published by RECO. Click here: [RECO Information Guide](#)

If you are represented by another Brokerage under a Tenant or Buyer Representation Agreement (Brokerage or Designated), please have your Designated Representative contact us on your behalf. This marketing material is not intended to solicit clients who are represented by another brokerage or Designated Representative. If you are not represented by another brokerage or another Designated Representative, and wish to hire brokerage representation, please contact us for details on our Landlord, Tenant, Advisory and Capital Markets Services.

This Tenant/Buyer is a Client of The Behar Group Realty Inc. ("TBG") and/or the Designated Representative(s) named on these materials. The Tenant/Buyer is our client to whom the Designated Representative(s) owes Fiduciary Duties.

Unless you are also a Client of TBG or the Designated Representative for this Tenant/Buyer Client (and you consent to Multiple Representation), then you are a Self Represented Party (SRP). It is important that you understand and acknowledge the risks and role as a SRP. Please read the RECO Information Guide, and before asking for assistance from the Designated Representative listed on this flyer be prepared to sign and acknowledge the RECO Information and Disclosure form for Self Represented Parties: [Click Here](#).

TBG strongly recommends that consumers retain the services of a qualified and experienced real estate agent.

For all transactions completed with TBG, you will be required to sign a Confirmation of Cooperation and Representation Agreement, whether you are a SRP or not, to ensure acknowledgement of representation disclosure.

**Photo/Renderings Disclosure:** Any photos used in these materials may have been digitally manipulated for illustrative purposes, and the actual property's appearance may differ; please verify details independently. Any property renderings used are artistic concepts only and may not reflect the final build of the project.

**Errors and Omissions Disclosure:** All information is from sources deemed reliable and is subject to errors and omissions which we believe to be correct and assume no responsibility. Changes in respect of price, rental, prior sale and withdrawal may be changed without notice. None of the information contained herein is intended to be construed as legal or tax or other professional advice. You should consult your legal counsel, accountant, planner/architect/engineer or other advisors as necessary on matters relating to these materials.