



# FRANCHISE ADVANTAGES

- 01 PROFESSIONAL LOCATION ANALYSIS
- 02 STRICT QUALITY CONTROL
- 03 COMPLETE AND IN-DEPTH TRAINING
- 04 COMPREHENSIVE MARKETING STRATEGY
- 05 HIGH QUALITY DESIGN
- 06 PROFESSIONAL HEAD OFFICE
- 07 ONGOING INNOVATION & DEVELOPMENT
- 08 TURN KEY OPERATIONS

# INDUSTRY TRENDS [2023]

The online seafood market is expanding rapidly, with a projected growth rate of <b>18%</b>	A significant portion of Canadians, especially in provinces like <b>British Columbia (45.8%)</b> and the <b>Atlantic provinces (39%)</b> , consume seafood on a <b>weekly basis</b>
Projected to grow with a compound annual growth rate of <b>5.50%</b> over the forecast period.	Innovative themed dining experiences and menu variations are expected to drive sales as consumers are attracted to unique and engaging dining concepts.
Nearly <b>90%</b> of Canadians regularly consume seafood	

# COMPETITIVE LANDSCAPE

## Seafood Boil in Ontario

The competitive landscape for seafood boils in Ontario is vibrant and rapidly evolving. A diverse array of local and international restaurants are vying for consumer attention by offering a variety of seafood boil experiences. Restaurants are not only focusing on high-quality, fresh seafood but also on unique and customizable seasoning blends to cater to different taste preferences. This dynamic market sees establishments continuously innovating their menus with new ingredients and cooking techniques to stand out.

Red Lobster	Buster Sea Cove	Robot Boil House	Good Catch Bar & Cafe	Lobster Boil Seafood House
27 (in Canada)	2	1	1	1
Seafood Boil \$29.99	Seafood \$17	Seafood Boil \$18.99	Seafood Boil \$21	Seafood Boil \$18
Average Google Rating 4.2	Average Google Rating 4.1	Average Google Rating 4.6	Average Google Rating 4.0	Average Google Rating 4.3
First Location (in Canada) 1983	First Location (in Canada) 1992	First Location (in Canada) 2019	First Location (in Canada) 2017	First Location (in Canada) 2024



# TARGET DEMOGRAPHIC

In addition to the local appeal that The Captain's Boil attracts, it is a perfect fit for the tourism crowd looking to come to any city to have an "Experience" and fun adventure with food. We build excitement and awareness around our brand and its new locations with typical online monthly reach of over 3 Million, of which engagement rates blowing way past industry standards. Our audience on social media is made up of:

**AGE: 25-54 YEARS OLD**

**HOUSEHOLD INCOME: \$80,000**

**INTERESTS: SEAFOOD, FOOD, ART,  
CULTURE, TRAVEL, DESIGN, SOCIALIZING**



# WHY US?

Team of P.R. & Marketing specialists provide easy access to marketing needs

## FOOD SUPPLY

We have our own food distribution and supply chain that ensure freshness with on time delivery

## KITCHEN

Standardized and easy operation to ensure best quality of foods & drinks.

## INTERIOR DESIGN

Interiors are designed by professionals to fit corporate image

## LOCATION

Site selection based on market analysis.

## BRANDING

Access to the Captain's established brand image and loyal customer base.

## ROI

ROI 79% - higher than average return on investment.

## RECRUITMENT

We help recruit the right crew members.



## UNIQUE DINE-IN EXPERIENCE

Dive into a one-of-a-kind seafood feast with vibrant flavors and a lively atmosphere, all while enjoying our hassle-free, hands-on dining style.



## DELIVERY AND TAKEOUT OPTIONS

Savor the taste of The Captain's Boil from the comfort of your home with our convenient delivery and takeout services.



## CONVENIENT LOCATIONS

Find us easily with our strategically placed locations, bringing the exceptional seafood boil experience closer to you.



# BUSINESS VALUES

- 01 300,000+ TOTAL SEAFOOD SOLD TO DATE
- 02 LOW BARRIER TO ENTRY
- 03 WIDE TARGET MARKET APPEAL
- 04 HIGH TURNOVER BUSINESS MODEL
- 05 OPPORUNITY TO TARGET MULTIPLE DAY PARTS

# FRANCHISE PROCESS



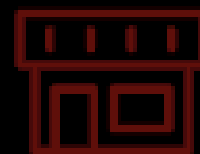
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FORM**



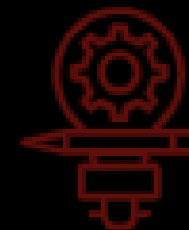
**FRANCHISE  
CONTRACT**



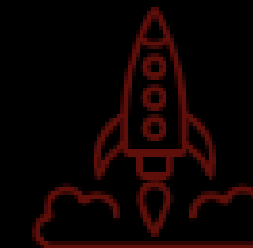
**LOCATION  
SELECTION**



**STORE DESIGN  
& CONSTRUCTION**



**FRANCHISEE &  
MANAGER TRAINING**



**SOFT OPENING &  
GRAND OPENING**

# HOW ARE OUR FRANCHISE PARTNERS

## DOING?

**FRANCHISE INVESTMENTS**

MORE DETAILS ON

**FRANCHISE DISCLOSURE DOCUMENT**

DEPENDING ON RESTAURANT SIZE





Contact Us Today!

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