



Welcome to Bimbo Canada

Franchising Overview



Safety

Safety is the #1 priority at Bimbo Canada.

We believe that safety is not protecting you from something, it protecting you **FOR** something.

We believe in caring for the **health & wellbeing** of each other so **everyone** goes home **safely**.



A Brand Canadians Love.

As Canada's largest & oldest bakery, Bimbo Canada is ***Nourishing A Better World*** through sustainable, highly productive and deeply humane values that feed Canadian families delicious, high-quality baked goods and snacks.

We have been feeding Canadians delicious and nutritious food for more than 112 years.



The power of being backed by the worlds largest baking company.

In 2018, Canada Bread changed its name to Bimbo Canada to align to that of our parent company, Grupo Bimbo, one of the world's oldest and largest baking companies, who recently celebrated their 75th anniversary. The decision to change our name to Bimbo Canada was a natural progression for our company.

The term Bimbo [pronounced Beem-bo] was selected by our founders as a play on the popular game Bingo and animated children's movie *Bambi*. It does not mean anything in Spanish. In colloquial Italian, "bimbo" is short for baby boy (bambino). In Hungarian, it means cocoon. In China, the phoneme used for bread sounds a lot like Bimbo. So clearly, being part of a worldwide company was baked into our identity from the very beginning.



Franchise Overview

When considering a Bimbo Canada route, candidates gain the rights to sell and distribute Bimbo Canada's products to designated customers. They take on the responsibility of delivering and promoting fresh baked goods to their clientele.

Upon purchasing a franchise route, each candidate will pay a franchise fee for a ten-year agreement, consisting of two 5-year terms. Truck specifications may vary based on the route, with a 5-ton truck being the standard for most routes.

Franchisees receive payment through weekly billing statements, calculated based on their sales performance.

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Franchisee Stories

Check out these stories from 2 recent Bimbo Canada franchisees on purchasing their business through a franchise resale.

About Bimbo Canada

Franchise vs. Distributor vs. Company Route

Franchise Route

- A Franchise route is an equity-based agreement that requires an investment and initial acquisition fee including a franchise fee for a new legal agreement.
- Ongoing Royalty fees paid by the franchisee to Bimbo Canada for the operation of the franchise business
- This is an owner/operator model, the franchisee must be majority shareholder of their corporation and complete and get certified in training before take over.
- The Franchise route is the asset; to exit the business, the franchisee follows the legal process to sell their route.
- Bimbo Canada financing program available to approved candidates at 55% of the route's annual revenue.

Distributor Route / Express Retail Route *

- Distributorship is a non-equity agreement with low investment required by the incoming distributor
- There is no initial acquisition or upfront franchise fee
- Owner/operator model, franchisee must be majority shareholder of their corporation
- Distributors do not own an asset since the model is non-equity based
- To exit the business, the distributor provides at least 90 days' written notice to Bimbo Canada to exit their Distributor agreement
- Bimbo Canada financing program n/a as since there is no acquisition fee
- * Express Retail routes focus on small retail calls, convenience & gas and requires selling into customers.

Company Route

- A franchise route owned by Bimbo Canada
- Candidates would purchase route directly from Bimbo Canada
- Bimbo Canada financing program available at 55% of the route's annual revenue.
- Initial Franchise fee applicable



Is a Bimbo Canada franchise route the right fit for you?

Entrepreneurial spirit, obsession with superior customer service, business management, and grocery/Direct Store Delivery (DSD) experience are fundamental aspects of owning a successful Bimbo Canada franchise.

If you answer yes to these questions, then a Bimbo Canada franchise may be right for you.

Do you have unencumbered funds of a minimum of \$30,000?

Do you have at least two (2) years of commercial grocery, selling, DSD, or business experience?

Do you have a clear drivers abstract?

Do you have a clear criminal record?

Do you have a full Canadian drivers license?

Are you a very early-morning person?

Are you planning on operating this route yourself and investing 60 or more hours a week for your business?

Do you love our bread, snacking, and sweet goods products?



How to get started!

- Review our website and watch informative videos to get a high-level understanding of how a Bimbo Canada franchise business works.
- Ensure that you meet our franchise requirements.
- Complete our online application form (*you will need to have your ID, drivers abstract, criminal background check and resume*). If this are not submitted, your application is marked as “incomplete”.
- Reach out to Jacquie van Hattem and request the franchise owners contact information so you can start your discussions and route rides. Route rides of 1-3 full days are required before moving to the interview process.
- Questions about franchising? Reach out to Jacquie van Hattem or cb.franchise@grupobimbo.com





The Approval Process

- Review our website
- Complete the full online application.
- Contact seller and arrange route rides.
- Once this is complete, reach out to [Jacquie van Hattem](#).
- After full screening, an Interview with Regional Sales Leader will take place.
- After candidate approval, a Franchise Disclosure Document for the route will be sent (requires a 14-day cooling off period)
- Buyer and Seller submit an offer to purchase with a go-live date a minimum of 6 weeks out. (*Bimbo Canada will approve date based on peer trainer availability and seasonal times*)
- 3 weeks of training – all franchise candidates must complete training certification to move forward with a route sale/transfer.

This entire process can take up to 8- 12 weeks complete.



Our Financing Program

- Upon approval with Bimbo Canada, you are eligible to take part in our financing program.
- Bimbo Canada will finance up to 55% of the route's annual revenue.
- More information can be found in the Buyers Information Package upon approval.

Questions to ask the Franchise Route Owner

Here are some suggested questions that you can ask the franchisee that is selling their route.

- *What are the benefits of owning a franchise?*
- *What are some drawbacks of owning a franchise?*
- *What are you selling your route for and what is the annual revenue?*
- *What hours do you work during the week? Do they vary?*
- *Being new to the business, how many hours a week would it take me to do your route?*
- *Do you have any employees?*
- *What kind of expenses does your business incur?*
- *Do you have any details about the calls on your route that I should know?*
- *Can you provide business financials for previous years?*
- *Who runs your business if you take time off or if you are sick?*
- *What do you do if your truck breaks down?*



Made by Canadians, for Canadians

Let's talk franchising!

Check out our website - [@cbfranchise.ca](https://cbfranchise.ca)
Send in your franchise application – [HERE](#)

Have questions? email us at
cb.franchise@grupobimbo.com

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