

**OWNER-OPERATORS
WANTED FOR
EDDIE'S DONAIR & PIZZA**



**JOIN A FAMILY-OWNED FAST-CASUAL
BRAND BUILT FOR TODAY'S DINERS**

Since 2010 | 3 Locations in Edmonton | Founder-Built Systems & Support

WHY START FROM SCRATCH WHEN YOU CAN FRANCHISE WITH EDDIE'S?

An Eddie's Donair & Pizza franchise delivers the consistency of a franchise-ready system with the quality, warmth, and baked-in loyalty of a local family-owned restaurant. This is an opportunity built for serious owner-operators who are ready to build a business they can be proud of in their community.

16 YEARS IN OPERATION

Recognized as one of the **Yelp Top 100 U.S. Restaurants**, RTown delivers built-in brand equity and media momentum – lowering investment risk through accelerated market entry.

VERSATILE MENU WITH MULTIPLE CHANNELS

Detroit-style pizza is surging, **ranked the #1** trend to watch in 2026 by Pizza Today. The distinctive thick, airy crust with crispy caramelized edges stands out from more traditional competitors.

BUILT-IN BRAND EQUITY

Our customer- and franchise-friendly model combines the efficiency of an optimized fast casual with the creativity and heart of a true neighborhood pizza shop.

SUPPORT FROM ACTUAL OPERATORS

You'll gain access to our proven playbook, including proprietary dough/sauce recipes, streamlined operations, and community engagement tactics refined in our award-winning flagship store.





TIRED OF BUILDING SOMEONE ELSE'S DREAM? START CREATING YOUR OWN LEGACY

Are you sick of the corporate grind? Do you want to build something local that you can own? If you're a hands-on, growth-minded entrepreneur who thrives in high-volume hospitality environments, an Eddie's franchise could be right for you.

KEY TRAITS:

- ✓ Can follow and execute proven systems
- ✓ Ready to lead and motivate a team
- ✓ Business & financial acumen
- ✓ Tolerance for late-night hours
- ✓ Suitably capitalized to support the business through ramp-up

YOU'RE PROBABLY NOT A FIT IF:

- ✓ You're looking for a passive or work-from-home investment
- ✓ You prefer standard 9-5 operating hours
- ✓ You want to change the recipes/systems

WILL AN EDDIE'S DONAIR AND PIZZA FRANCHISE WORK IN MY MARKET?

Blending high-volume, affordable comfort food with a deeply craved ethnic specialty dish, Eddie's hits the fast-casual sweet spot – a middle-priced dining option that caters to convenience, late-night cravings, and diverse dietary needs.

TARGET MARKETS:

- Mid- to high-density suburban hubs
- University, hospital, and downtown districts
- Culturally diverse neighborhoods

IDEAL RETAIL FOOTPRINT:

- 1200-1,400 sq ft
- Strip centers (possibly with drive-thru endcap)
- High-foot-traffic retail



ARE YOU THE PARTNER WE'RE SEEKING?

SEE IF YOUR MARKET IS THE RIGHT FIT WITH A FRANCHISE DISCOVERY CALL.



WE TEACH THE SYSTEM.

YOU MAKE IT LOCAL

An Eddie's franchise is an operational playbook you can follow—not a concept you have to invent. We back that playbook with comprehensive training and dedicated support from the people who built the system.

BEFORE YOU OPEN

- Dual-Phase Foundational Training (menu, food prep, systems, business setup)
- Site Selection & Buildout Guidelines
- Vendor Relationships
- Tech Stack
- Staffing Guidance
- Detailed Operations Manual
- Marketing Toolkit

LAUNCH

- Market Entry Campaign Strategy
- On-Site Support During Launch

CONTINUING SUPPORT

- On-Site Visits
- Operational Audits
- Coaching on KPIs (labor, cost of goods, sales, margins)
- Ongoing Mentorship

WHAT IT TAKES TO GET STARTED – AND WHAT YOU’RE ACTUALLY BUYING



Franchise Fee: **\$40,000**

Minimum Initial Investment Range:
\$302,200 – \$692,700

Royalty Fee: **5%** of gross sales

Local Marketing Spend: **3%** of gross sales

Corporate Marketing Fund: Up to **1%** of gross sales

The True Value Behind Your Investment:

You're not just buying a logo. You're buying a restaurant system that already exists: the recipes, portion standards, suppliers, training, procedures, and technology that we use in our own locations.

**COMPLETE DETAILS ARE AVAILABLE
IN THE 2026 FDD. BOOK A FRANCHISE
DISCOVERY CALL TO GET STARTED.**

FAMILY-OWNED ROOTS. FRANCHISE-READY SYSTEMS

Eddie's Donair & Pizza is a well-established and highly regarded Edmonton-based brand specializing in generous, flavorful Canadian-style donairs, handcrafted pizzas, and complementary fast-casual offerings.

Operated by Oubaida Alex Halabi and family since 2010, Eddie's Donair has built a loyal following by consistently delivering craveable, high-quality comfort food at competitive prices, served in a welcoming environment.

A franchise delivers a name customers recognize, food they already love – and the fully tested operational blueprint to replicate the Eddie's experience in your market.





HOW DO I GET STARTED?

1. Initial Inquiry – Fill out the form, and we will reach out with more information.
2. Mutual Discovery Call – We'll discuss your background, experience, motivation, financial readiness, market, timeline, and next steps.

Think Eddie's might be the right franchise for you?

START THE CONVERSATION

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WEBSITE: www.eddiesdonair.ca/franchise

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted, or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either affecting or attempting to affect the sale of a franchise will be made only if we are first in compliance with state registration requirements or are covered by an applicable state exclusion or exemption.

