



Sultan Ahmet
Turkish Cuisine

JOIN THE **LEGACY**

FRANCHISE OPPORTUNITIES ACROSS CANADA

www.SultanAhmet.ca





Experience the Flavors of Turkish Tradition



WHY SULTAN AHMET TURKISH CUISINE?

Sultan Ahmet Turkish Cuisine stands out as a leader in the Turkish restaurant scene, known for its commitment to authentic flavors and exceptional quality. Here's why it's the top choice:

- **Authenticity & Tradition:** Dishes crafted from time-honored recipes using the finest, freshest ingredients, reflecting true Turkish culinary heritage.
- **Health-Conscious Menu:** Fresh vegetables, lean meats, and heart-healthy olive oil make our dishes both delicious and nutritious, appealing to all.
- **24,000+ Combined Reviews:** Canada's highest-rated Turkish restaurant, loved by customers across all locations.
- **Fastest Growing Turkish Restaurant in Canada:** Join a rapidly expanding brand leading the Turkish dining scene.
- **Strong Brand Recognition:** Sultan Ahmet is synonymous with quality, trust, and vibrant flavors, giving franchisees a competitive edge.
- **Millions of Social Media Views:** Extensive online engagement drives traffic and visibility.
- **Hundreds of Thousands of Google Searches Each Month:** Leverage our strong digital presence to attract customers effortlessly.
- **Record Sales:** Proven success with outstanding performance metrics across locations.
- **Proven Marketing Solutions:** Innovative ad campaigns and proprietary AI software that boosts and tracks revenue.
- **Comprehensive Support:** From training and operational guidance to real estate expertise, we provide everything needed to thrive.

By joining the Sultan Ahmet family, you're not just investing in a restaurant—you're becoming part of a trusted, growing legacy celebrated by hundreds of thousands across Canada.



ABOUT US

Sultan Ahmet Turkish Cuisine was founded by Denesh Balar, a passionate entrepreneur with a deep love for Turkish culinary traditions. His vision is to share the rich, vibrant flavors of Turkey with communities across Canada, offering an authentic and unforgettable dining experience. Driven by a commitment to quality, authenticity, and exceptional hospitality, Denesh has transformed his passion into one of the country's fastest-growing and most celebrated restaurant brands.

From the very beginning, Sultan Ahmet Turkish Cuisine has been built on a foundation of excellence. Every dish is crafted with care, using authentic techniques and the finest ingredients to honor centuries-old Turkish cooking traditions. In our kitchens, a master chef ensures each dish reflects the true essence of Turkish flavors. Whether it's our perfectly spiced doner kebabs, hand-layered baklava, or a comforting bowl of lentil soup, each meal transports guests on a flavorful journey through Turkey's rich culinary heritage.

Under Denesh's leadership, Sultan Ahmet has expanded rapidly, with four successful locations in Mississauga, Oakville, Hamilton, and Ottawa, and a new Ajax location coming soon. The brand offers both full-service dining and a streamlined Express model to cater to diverse markets. With an innovative approach to marketing, a proven operational system, and a steadfast focus on customer satisfaction, Sultan Ahmet continues to set new standards in the restaurant industry. More than just a place to eat, Sultan Ahmet Turkish Cuisine is a celebration of Turkish culture and hospitality.





IT TAKES A FAMILY

Our dishes are cherished by diverse communities across Canada, with growing demand fueled by Turkish tourism. We empower franchisees with the right tools with leading edge technology, training, and support to deliver authentic guest experiences, ensuring success and consistent satisfaction.

Together, we bring the rich traditions of Turkish cuisine to life for everyone to enjoy.

WHAT WE PROVIDE TO SUPPORT YOUR SUCCESS

- **Leading Edge Technology:** Advanced systems to streamline operations, including online ordering, inventory tracking, and point-of-sale solutions.
- **Dedicated Marketing Team:** Expert-led strategies to engage local communities through social media, personalized promotions, and database-driven campaigns.
- **Professional Design and Construction Team:** Specialists to guide you in building an aesthetically pleasing and functional location, whether for Cuisine or Express.
- **Negotiated Vendor Agreements:** Access to reputable suppliers for high-quality ingredients and equipment at competitive prices.
- **Real Estate Expertise:** Support in selecting the ideal location for maximum foot traffic and visibility.
- **Skilled Business Development Personnel:** Guidance from experts to help you achieve operational excellence.
- **Franchising Experts:** Ongoing support to ensure your franchise operates successfully from day one.
- **Executive Chef Support:** Culinary assistance to maintain menu consistency and authenticity across all locations.

SHARING OR EXPERTISE

Craft Your Culinary Dream

Take the helm of your very own Sultan Ahmet Turkish Cuisine franchise, guided by the expertise of our seasoned professionals, and bring the rich flavors of Turkey to your community.

Building Blocks of Prosperity

We don't just offer a business; we provide a pathway to long-term financial growth through equity, ownership, and a proven system designed for success.

Advertise Your Success

Leverage cutting-edge marketing strategies tailored for your location, from personalized customer engagement campaigns to social media expertise that amplifies your reach.

Supply Excellence

Gain access to exclusive supplier agreements, offering premium-quality ingredients at competitive prices to maintain the authenticity and consistency of our menu.

Knowledge Is Power

Dive into comprehensive training programs that equip you and your team with the tools and insights needed to thrive in the restaurant industry, whether in a full-service Cuisine model or a streamlined Express setup.

Always at Your Service

Our experienced support team is here whenever you need them, ensuring that every aspect of your operations runs smoothly and efficiently.

Prime Location, No Hassle

Let us help you secure the perfect location through expert site selection and lease negotiation services, giving you the advantage of high-traffic areas suited to your model.

Join the Innovation Revolution

Be part of a forward-thinking brand that blends tradition and modernity, offering unique dining experiences that guests love and franchisees are proud of.

Passion Meets Opportunity

If you're driven by a love for food, hospitality, and connecting with people, Sultan Ahmet Turkish Cuisine is your ideal platform for success.

Seize Your Slice of Success

Ready to take the next step? Request more, and our dedicated franchise team will guide you through the process. Sultan Ahmet Turkish Cuisine is your gateway to building a thriving business, and the journey starts today.

FINANCIAL REQUIREMENTS

Investing in a Sultan Ahmet Turkish Cuisine franchise provides an opportunity to join one of Canada's fastest-growing Turkish restaurant brands. Whether you choose the Cuisine or Express model, both options are designed to suit a variety of markets and investment levels.



CUISINE MODEL

Estimated Start-Up Costs: **\$750,000 to \$1.2 million**

Net Worth Requirement: **\$1,000,000+**

Liquidity Requirement: **35%**

Franchise Fee: **\$49,500**



EXPRESS MODEL

Estimated Start-Up Costs: **\$250,000 to \$350,000**

Net Worth Requirement: **\$1,000,000+**

Liquidity Requirement: **35%**

Franchise Fee: **\$29,500**

The Cuisine model offers a full-service dining experience, ideal for 4,000 to 6,500 square feet of space. This setup thrives in prime standalone buildings, end-cap locations in shopping centers, or high-traffic urban areas with patio options. The model delivers exceptional dining experiences, making it perfect for upscale markets and vibrant communities.

The Express model is designed for 600 to 1,200 square feet, focusing on high-volume, quick-service environments such as mall food courts, urban kiosks, or high-traffic strip malls. With a streamlined menu and a compact operational setup, this model offers a low-cost, high-efficiency entry point into the Sultan Ahmet brand.

Franchise Fees and Ongoing Commitments

Royalty Fee: 4.9% to 6% of net sales, depending on the model and location.

Marketing Fund Contribution: 2% to 3.75% of net sales for national and regional marketing campaigns.

These fees provide access to our proven systems, comprehensive marketing tools, and ongoing franchise support, ensuring your success in every market.

Why Sultan Ahmet?

Sultan Ahmet Turkish Cuisine is a rapidly expanding brand, offering both flexibility and opportunity for franchisees. With a commitment to authentic flavors, operational excellence, and unparalleled support, joining our family means bringing the richness of Turkish cuisine to your community while building a successful business.



FLOW OF THE **FRANCHISEE**

Step 1: Discovery of the Franchisee

1. Discovery Day

Learn about Sultan Ahmet's vision, operations, and franchise opportunities.

2. Qualification Form Confirms Eligibility

Complete the qualification form to ensure suitability for ownership.

Step 2: Documentation & Planning

3. Review Disclosure Document

14-day review period with no communication with the franchisor to conduct independent research.

4. Territory Scope & Fee Structure

Discuss available territories and finalize the franchise fee + HST.

5. Franchisee Prepares Business Plan

Includes management structure, market analysis, development plan, financial plan, training, and real estate package.

Step 3: Agreements & Approvals

6. Review and Finalize Business Plan & Legal Documentation

Collaborate with the Sultan Ahmet team to finalize agreements.

7. Legal Franchise Agreement Review

Meet with your lawyer for a thorough review.

8. Secure Funding & Sign Franchise Agreement

Obtain financing and formalize the partnership.

Step 4: Design & Build

9. Location Design & Approval

Work with our design team to finalize the layout for either Cuisine or Express.

10. Permit Preparation & Approvals

Submit for permits and begin preparing for construction.

11. Construction Begins Agreement

Buildout begins with regular updates and support.

Step 5: Training & Launch

12. General Manager Training Begins

Comprehensive training for you and your team to ensure operational excellence.

13. New Store Opening Support (On-Site)

Sultan Ahmet's experts provide on-site assistance during the pre-opening phase.

14. Franchise Grand Opening

Launch with a bang! Leverage our marketing support for a successful debut.



THE MENU

Sultan Ahmet Turkish Cuisine offers a thoughtfully curated menu designed to deliver the rich and authentic flavors of Turkey. From hearty grilled kebabs to delicate baklava, our menu caters to every palate, offering something for everyone. For those seeking a quick bite, our streamlined Express model menu delivers the same authentic taste with efficiency and convenience.

Cuisine Menu Highlights

Appetizers & Mezes:

Hummus, Babaganoush, Stuffed Grape Leaves, and Spinach Borek.

Perfect for sharing and introducing the rich flavors of Turkish cuisine.

Signature Grilled Dishes:

Doner Kebabs: Beef or chicken, seasoned to perfection.

Lamb Chops: Marinated in Turkish spices and grilled to order.

Mixed Grills: A combination of kebabs, chops, and doners.

Pide (Turkish Flatbread):

Cheese Pide, Chicken Doner Pide, and Ground Beef Pide.

Traditional Turkish pizzas with a modern twist.

Desserts:

Pistachio Baklava, Kunefe, and Turkish Rice Pudding.

Finish your meal on a sweet note.

Drinks:

Traditional Turkish Tea, Ayran (yogurt drink), and specialty coffees.

Express Menu Highlights

Quick-Serve Favorites:

Beef or Chicken Doner Wraps.

Turkish Bowls with rice, salad, and your choice of protein.

Lahmacun (Turkish-style flatbread with spiced meat topping).

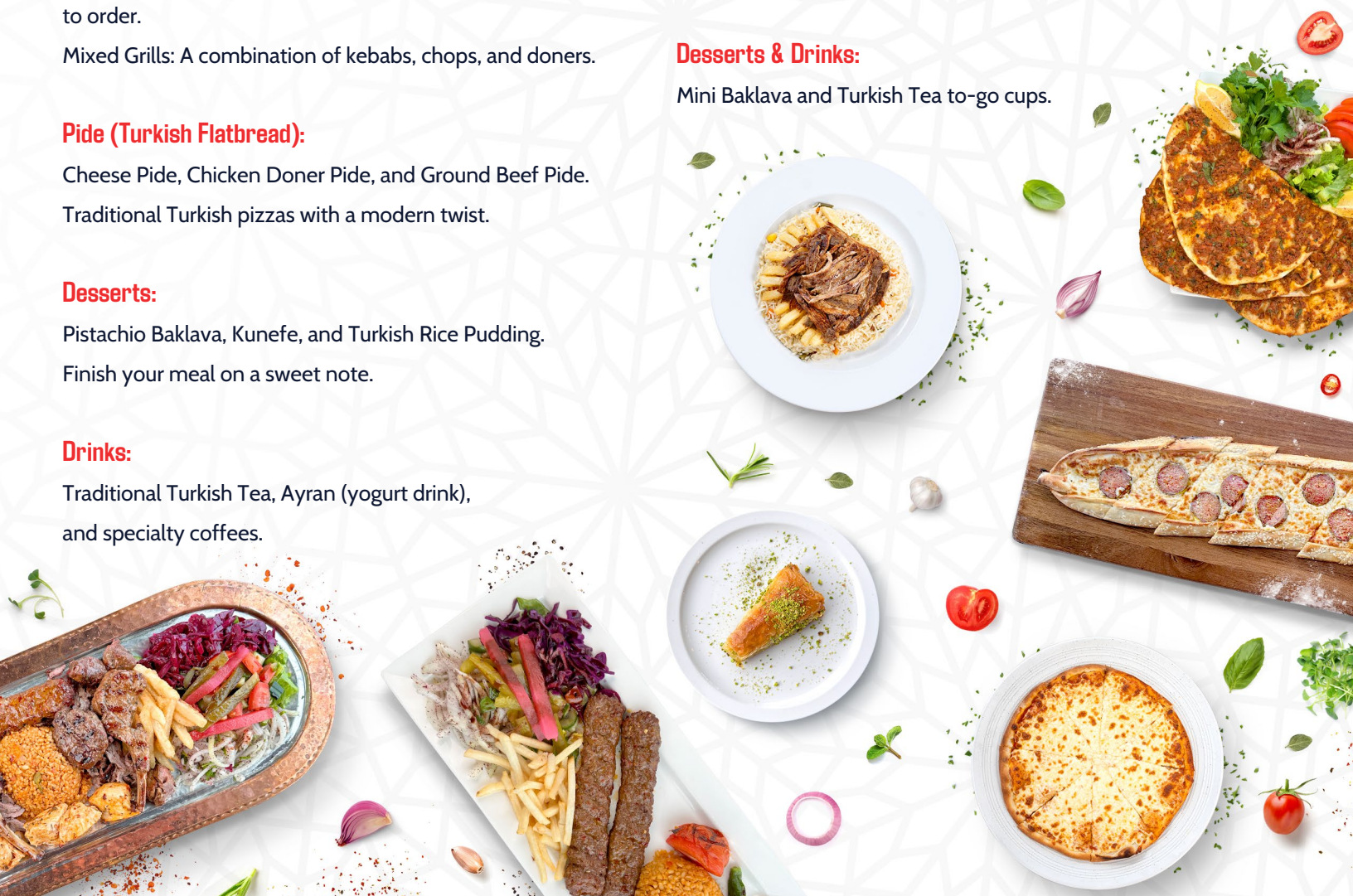
Grab-and-Go Options:

Pre-packed hummus, dips, and salads.

Freshly baked pastries and borek.

Desserts & Drinks:

Mini Baklava and Turkish Tea to-go cups.



MESSAGE FROM OUR GUESTS



We had a surprising birthday party at this Turkish restaurant, and it was a wonderful experience! The staff were incredibly helpful and collaborative, making everything run smoothly. The food was absolutely delicious, and the employees were so kind and attentive. Plus, there were plenty of free parking spots, which made the visit even more convenient. A big thank you to the team for helping make the celebration so special!

Parastoo ★ ★ ★ ★ ★



First time trying and wow - we were blown away by both the food and the service! Came on a Tuesday evening and the restaurant was quite busy but lots of seating. Many servers available to help - and honestly, all did it with a smile on their face! We ordered the grilled platter for 2 which came with the pita ... pita was warm and fresh, crunchy and so good! The platter had a nice variety of meats + rice, salad and fries - it easily could've served 3 people. The food itself came out quite fast! Ended the meal with Turkish Tea... would definitely recommend trying this place out, and will definitely be back!!

Ashley ★ ★ ★ ★ ★



Wonderful service and wonderful food. Detailed: We arrived as walk in customers and on a busy Saturday night of a long weekend. However, they were able to get us seated before the quoted 30-45 min time. As soon as we were seated, we had our appetizers within minutes and our food followed very shortly after. I have to say, it is a great experience all round. I highly recommend anyone visit and taste true Turkish cuisine and reasonable prices.

Soban ★ ★ ★ ★ ★



One of the best Turkish food I have ever had in my life. The kebabs are juicy and delicious, the flatbread with meat was just out of the world. The kunafa is made fresh and is very tasty. Highly recommend you finish it all with either their Turkish tea or coffee. Loved it and will be back again SOON.

Ankur ★ ★ ★ ★ ★





Join the Turkish Cuisine Revolution!

Bringing the Heart of Turkey to Your Community.



Sultan Ahmet Turkish Cuisine | Proudly Canadian-Owned and Operated