

Frequently Asked Questions

Driven by a passion for our signature products, brand, people and performance... and backed by over two decades of success - none can match St. Louis Bar & Grill! Here are some of the more commonly asked questions by those interested in joining the St. Louis franchise family.

Check them out... then complete the attached application panel and send it on in. We'd love to talk!

Q: Wings, wings, wings...is that all St. Louis is about?

A: Wings are definitely a St. Louis signature product and our "secret wing sauce" would certainly qualify as one of the not-so-secret keys to our success. (Did we mention that we sold over 1.3 million pounds of wings in 2006 alone!) But, there's way more than wings on the menu at a St. Louis Bar and Grill. Our mouth-watering signature ribs; and our scrumptious two-handed sandwiches; our fresh and flavorful salads; our decadently delicious desserts...round out a menu that keeps guests coming back for more. But – it doesn't end there. Our team of foodservice specialists are constantly developing new menu items that are on the road to earning the "St. Louis Signature Item" stamp.

Q: Which came first - the bar or the grill?

A: St. Louis Bar and Grill holds a unique position in the fast casual dining marketplace. We're a friendly neighborhood bar – and – we're a casual dining room open for lunch, dinner and late night snacks. So, whether you're in the mood for wings and a few pints...or you want to bring the family by for dinner – St. Louis Bar and Grill is the perfect combination.

Q: Does St. Louis Bar and Grill offer take out and delivery?

A: Each St. Louis location gains a significant amount of revenue by providing fast and efficient take out service. We do not currently offer local delivery.

Q: Who handles site selection and build-out?

A: St. Louis Franchise Limited is staffed with a team of specialists that are committed to your success from the start. This team is responsible for everything from sourcing and securing a location to site negotiations, design, and build-out.

Q: Are Franchisees' voices heard?

A: Our growth is due, in no small part, to the strength and caliber of our franchisees – each one of them committed to their own success and the success of the organization as a whole. We value their input...and we not only hear it...we listen to it. Head Office personnel are in regular communication with locations providing system updates, industry statistics and training tips. Our marketing arm is a call away to support local marketing and public relations efforts. The whole St. Louis family meets annually at our National Conference. And – in 2006 we formed the St. Louis Franchisee Advisory Council who meet monthly to provide input and insight from the Franchisee's perspective.

Q: What kind of support is given to a St. Louis Bar and Grill Franchisee?

A: It doesn't stop with site selection and build-out. St. Louis support includes an intensive training program and ongoing training support. As well, St. Louis Franchise Limited is committed to an extensive marketing support program that grabs people's attention and gets them to make St. Louis Bar and Grill their choice.

Q: How big is a St. Louis location?

A: At St. Louis Bar and Grill we're committed to maintaining our "neighborhood" feel in a relaxed and comfortable setting with a footprint that averages 2,500 square feet.

Q: When did the first location open and how many locations are there today?

A: The first St. Louis Bar and Grill restaurant opened in 1992 and St. Louis Franchise Limited was formed in 2002. As of today there are 20 locations open and 4 under construction.



Q: In round numbers, what is the financial commitment to opening a St. Louis franchise?

A: The franchise fee for a St. Louis Bar and Grill location is \$35,000.00 and build-outs average \$450,000.00. The minimum amount of unencumbered capital required is \$250,000.00.

Q: What are the royalties and fees associated with a location?

A: The Royalty Rate is set at 6% of gross weekly sales and the National Marketing Fee is set at 1-3% of gross monthly sales.

Q: Where are locations available?

A: We continue to source and pursue sites across Southern Ontario – and are in the process of expanding franchise locations into Northern Ontario and the Maritimes.