



## **Edo Japan Receives Special 9-Year Franchisees' Choice Designation at CFA National Convention**

**Calgary, Alta. [April 9, 2019]** Edo Japan (Edo) was honoured as a recipient of the Franchisees' Choice designation on April 8, 2019 during an Awards Gala at the 2019 Canadian Franchise Association (CFA) National Convention in Niagara Falls, Ontario. This is the ninth year for the annual Franchisees' Choice designation program and Edo was recognized for its accomplishment in receiving the designation every year since 2011.

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. This year, more than 70 CFA member franchise brands participated in the survey. Franchisees were asked to assess their franchisor in key areas of the franchise business model, including the franchisee selection process; franchisee information package; leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee.

"We are honoured to receive the Franchisees' Choice Designation for the ninth consecutive year and we thank the Canadian Franchise Association for their continued support and recognition of our dedication to our franchise partners," says David Minnett, President and CEO, Edo Japan. "Our franchise partners are what set us apart; they are the best in the business, and we are thrilled to continue working together as we expand aggressively throughout Canada."

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice Designation identifies that a franchise brand has received a solid endorsement through its satisfaction ratings from its franchisees. The 2019 Franchisees' Choice Designees are representative of the diversity of franchise opportunities and the standard of excellence of CFA members.

"The Canadian Franchise Association's Franchisees' Choice Designation celebrates a core principle of franchising: everyday Canadians sharing success and Growing Together™," says Sherry McNeil, CFA President & Chief Executive Officer. "Congratulations to all the Franchisees' Choice Designees this year on receiving this honour and vote of confidence from their franchisees."

To learn more about Edo Japan, visit <http://www.edojapan.com>.

For more information about Franchisees' Choice designation and a full list of winners, visit [www.awardsprogram.ca](http://www.awardsprogram.ca)

### **About Edo Japan**

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppan-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a popular alternative with 136 locations across Canada, serving more than nine million meals annually. For more information please visit [www.edojapan.com](http://www.edojapan.com).

### **About the Canadian Franchise Association**

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business. CFA advocates on issues that impact this dream on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and the opportunities in franchising. Canadian franchises contribute over \$100 billion per year to the Canadian economy and create jobs for more than 1.9 million people. Learn more at [www.cfa.ca](http://www.cfa.ca) or [www.FranchiseCanada.online](http://www.FranchiseCanada.online).



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