



Edo Japan Recognized With Special 7-Year Franchisees' Choice Designation and Franchise Excellence Award at CFA National Convention

(CALGARY) April 24, 2017 – Edo Japan (Edo) was honoured as a recipient of the Franchisees' Choice designation on April 3, 2017 during a Gala Awards Presentation at the 26th annual Canadian Franchise Association (CFA) National Convention in Niagara Falls, Ontario. This is the seventh year for the annual Franchisees' Choice designation program and Edo was recognized for its accomplishment in receiving the designation every year since 2011. Edo was also named the Silver winner of the 2017 CFA Awards of Excellence in Franchising in the Category of Traditional (30-99) Franchisees.

"We are honoured to have received these accolades and count them as a testament to our commitment to excellence in franchising," says Dave Minnett, President & CEO, Edo Japan. "This vote of confidence from our franchisees is truly humbling and we are grateful to the Canadian Franchise Association for their recognition of Edo Japan's continued dedication to our franchisees. We would not be where we are today without the support of our franchisees and we thank them for the exceptional care and service they provide to our loyal customers every day."

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. This year, more than 60 CFA member franchise systems 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.

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 solid endorsement and ratings from its franchisees. The 2017 Franchisees' Choice designees are representative of the spectrum of franchise opportunities and the diversity and excellence of CFA members.

Considered the pinnacle of franchise achievement in Canada, CFA Awards of Excellence in Franchising are given annually to franchise systems that have demonstrated the strongest, most mutually-rewarding relationships with their franchisees, based on the results of a comprehensive survey of franchisees administered by a third-party firm, The Portage Group. Open exclusively to CFA franchise system members who have been franchising for three years or more, the CFA Awards of Excellence in Franchising competition includes seven categories to enable franchise systems to be rated against their peers. Entries are separated into Traditional Franchises (i.e. those with bricks and mortar locations) and Non-Traditional Franchises (i.e. mobile, home-based, etc.), then grouped based on number of franchisees. Systems with the highest scores in each category are recognized with Bronze, Silver and Gold awards.

"The CFA Awards of Excellence in Franchising truly set a benchmark for franchises throughout Canada and we are pleased to recognize Edo Japan for their commitment to excellence in franchising," says Lorraine McLachlan, CFA President and CEO. "A solid relationship between franchisor and franchisee is vital to the system's success and Edo's results show that they offer outstanding support to their franchisees."



Edo made its first appearance on the Canadian food scene more than 35 years ago and remains a favourite amongst customers by serving delicious, fresh and affordable Teppan-style meals. The company stands true to its initial core values through its commitment to provide a 'Simply Better' experience by using fresh ingredients, offering legendary service, and helping customers make healthier choices that they can feel good about. A leader in its industry, Edo offers detailed marketing and training support to its franchisees to ensure their success in achieving their own business goals.

To learn more about Edo Japan, visit www.edojapan.com.

For more information about Franchisees' Choice designation and a full list of winners, visit 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 more than 115 locations across Canada, serving more than eight million meals annually. For more information please visit www.edojapan.com.

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<https://www.facebook.com/edoJapan>

<http://www.youtube.com/user/edoJapaninc>

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) is the recognized authority on franchising in Canada. With over 600 corporate members representing many of Canada's best- and lesser-known brands and 40,000 franchisees nation-wide, CFA is the indispensable resource for the franchise community and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs, publications, and websites (www.cfa.ca, www.LookforaFranchise.ca, and www.FranchiseAwareness.ca).

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