



2021 Media Kit



Contents

About Edo Japan	3
Edo Japan in the Community.....	4
Recognizing Edo Japan’s Success.....	4
Executive Biographies	5
Dave Minnett – Owner, President & CEO, Edo Japan	5
Chef Daryl Paradis – Corporate Chef, Edo Japan	6
Frequently Asked Questions.....	7
Edo Japan – Fresh Facts	8



About Edo Japan

Edo Japan (Edo) is one of Canada's fastest growing franchises. As the first fast-casual Japanese-inspired franchise in Canada, Edo has grown a loyal following with more than 150 locations across Canada. Since its inception in 1979, Edo has become a staple in the Canadian food landscape – serving customers across the country.

Edo's success originates from its long-standing history of excellence, ensuring quality is always top of mind. Since its founding by Reverend Susumu Ikuta, a Japanese Buddhist minister, in Calgary, Alberta, the restaurant was designed to bring the freshness of hot Japanese Teppan-style cooking to street front restaurants, shopping centres and food courts across Canada.

In 1999, Tom Donaldson, a restaurant and hospitality visionary, was hired as President & CEO and a new management team was quickly formed. Donaldson and his team worked diligently to transform Edo from a "mom and pop" mall kiosk operation to a thriving, mainstream food service franchise with even greater opportunity for future growth.

In 2002, Edo launched the "Street Front" concept to meet consumer demand by offering dine-in or take-out service in a contemporary and casual restaurant setting. This new concept brought tremendous success for Edo, with continued growth stemming from extensive customer response, franchisee success and a budding professional management team. With a reputation for excellent customer service, good value and fresh food, Edo was well positioned to continue challenging the status quo of quick-service restaurants.

In 2016, David Minnett took over the role of President & CEO, seeing further opportunities to lead Edo through another phase of growth. With this in mind, Minnett applied his diverse food-service experience to drive Edo's brand forward, introducing *Edo Fresh Take*. Edo introduced its exciting new concept as an evolution of the traditional Edo brand, inviting a new demographic of customers to enjoy updated offerings. The *Fresh Take* concept included a revitalized store design and layout; refreshed branding; menu evolution; a grab and go market wall and more.

Moving forward, Minnett will continue to expand throughout Eastern Canada, seeing increased franchise opportunities in the Ontario market and beyond. The opening of the Mississauga, Ontario street front restaurant was the first step in expanding Edo's dynamic brand to Eastern Canada. In 2020, after decades of consumer requests, Edo finally bottled its signature Teriyaki sauce.

Edo Japan's unique, fresh, healthy and delicious menu led them to become one of Canada's leading fast casual restaurant brands, proudly boasting more than 150 locations and serving more than 10 million meals annually.

For more information please visit www.edojapan.com and Edo Japan's [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#).



Edo Japan in the Community

Edo's dedication to improving the lives of its customers has largely contributed to its success, positive reputation and notable presence within the restaurant industry. Edo takes pride in staying involved with and giving back to the communities to which it owes its success.

To demonstrate its commitment to giving back to the community, Edo is a proud supporter of Canada's food banks. Since 2010, Edo has raised more than \$640,000 in donations. During its annual Holiday Giving campaign, Edo donates 25¢ to local food banks from the sale of every spring roll and has raised over \$340,000 since the program was launched in 2014. In addition, as a part of Edo's ongoing support of local food banks, Edo provides free meals to customers at each new Edo store grand opening in exchange for a food bank donation.

Recognizing Edo Japan's Success

In 2011, Tom Donaldson, Edo Japan's former President & CEO (1999 - 2016), was recognized as an Ernst & Young Entrepreneur of the Year. The award recognizes excellence in entrepreneurship in hospitality and tourism and honours outstanding Canadian entrepreneurs whose business vision has made a significant impact on the Canadian economy.

Continuing this legacy, Edo Japan has been recognized for 11 consecutive years at the Canadian Franchise Association (CFA) Awards. Edo Japan also received special recognition in 2020 with a 25-year CFA membership milestone, demonstrating commitment to the Canadian franchise community.

Dave Minnett, President & CEO of Edo Japan explains, "We are truly honoured to have received these accolades and count them as a testament to our commitment to excellence in franchising."





Executive Biographies



Dave Minnett – Owner, President & CEO, Edo Japan

Dave Minnett joined Edo Japan in 2016 as the President & CEO, eager to lead Edo through strategic growth accomplishments. Before his time at Edo, Dave worked in several senior positions, including Vice President of Marketing for Molson Coors, and positions with prominent brands including Mars and CARA, where Dave was the President of Kelsey's Restaurants, then Swiss Chalet & Harvey's. He also worked at Rogers Communications and he was the President of Mature Lifestyles Inc.

Dave explains that he has had a personal attachment to all brands he has worked with. He joined Edo over four years ago because he believes in the tremendous potential. Dave was impressed with the brand's economic model that enables franchisees to make money, along with the brand's long-term potential. Dave applied his extensive food background to the Edo franchise, leading Edo's franchise expansion into Ontario, and expanding the restaurant design revamp for an Edo street front concept with eat-in restaurants and a take-out component. Dave spearheaded the launch of the new restaurant design, inspired by the needs of millennials for a fresh, modern and brighter look that includes Asian design cues to stay true to Edo's heritage.

Continuing with this momentum, Dave sees increased franchise opportunities in Eastern Canadian markets. He believes in the potential to showcase the unique restaurant to a new millennial demographic while simultaneously driving the development of Edo's brand in existing markets through several new openings and renovation projects.



Chef Daryl Paradis – Corporate Chef, Edo Japan

Chef Daryl Paradis joined Edo in 2020 as the company's first Corporate Chef, bringing with him a comprehensive restaurant background and more than 20 years of experience in the industry. Before starting with Edo, Chef Daryl spent almost two decades working with some of Canada's most notable restaurants, leading the culinary operations, and overseeing menu development for establishments including Moxie's Grill & Bar and Chop Steakhouse & Bar.

Chef Daryl's experience is derived from working in a variety of capacities in the restaurant industry as a Food Development Chef, Regional Chef and restaurant owner. His experience in full-service restaurants lends itself to Edo's quick-service model, providing high quality food in a fast, casual, and approachable dining environment.

Having been an Edo lover for years, the switch to the quick-service restaurant industry was driven by Chef Daryl's excitement to work for a beloved national brand with roots in the Calgary community. With a focus on developing future leaders in the culinary industry, Chef Daryl embraces his role at Edo as an opportunity to build upon the fresh quality meals that Edo offers its customers.

At Edo, Chef Daryl oversees all culinary operations including menu development, managing and reviewing kitchen efficiencies, and utilizing his food expertise and restaurant knowledge to continually adapt to consumer needs and ensure quality products. Chef Daryl shares his time between the corporate office in Calgary and Edo's Sunridge Square location.



Frequently Asked Questions

1. What is Edo Japan?

Edo Japan is one of Canada's largest franchises with more than 150 locations across Canada, serving fresh Teppan-style Teriyaki meals inspired by the tastes, sights and sounds of Japan.

2. Where did the name Edo Japan come from?

Edo Japan is the ancient name of Tokyo, the capital of Japan. The name Edo is a strong indicator of the traditional Japanese roots in Edo Japan's Teppan-style meals.

3. Is Edo Japan's food authentically Japanese?

Edo Japan serves Japanese-inspired cuisine grilled on a sizzling 450 F grill, catering to the contemporary tastes of the Canadian population.

4. How many locations does Edo Japan currently have?

Edo Japan currently boasts more than 150 locations across Canada.

5. How is Edo Japan's food prepared?

Food is prepared fresh on Edo's 450 F Teppan grill, which sears the ingredients to perfection, while locking in flavour. Meals are then topped off with Edo Japan's signature, time-honoured, Teriyaki Sauce. Customers get a delicious hot meal, served fast.

6. What is offered on Edo Japan's menu?

Sukiyaki Beef and Teriyaki Chicken form the cornerstone of the Edo Japan menu. Specialties include Udon soup, Yakisoba noodles, Hawaiian Chicken, Sizzling Shrimp and more. A favourite among sushi lovers, Edo Japan offers a variety of delicious and fresh sushi creations, including California and Dynamite Rolls. Edo Japan's menu has continuously evolved with additions such as a variety of sushi, a grab-and-go market wall, Japanese-inspired treats and more. Additional offerings include the Shariyaki Packs, bringing together friends and family, cauliflower rice (limited time), Asian veggies, imported snacks, and other items continue to appear on the menu to bring convenience and choice to customers. Edo has also bottled its signature Teriyaki sauce for customers to enjoy from home!

7. Does Edo Japan offer vegetarian options?

Absolutely! Edo Japan's fresh grilled vegetables, consisting of fresh cut carrots, broccoli florets, chopped mushrooms and cabbage, is the perfect vegetarian option. Vegetables are grilled to perfection and served on a customer's choice of white or brown rice, cauliflower rice, or Udon noodles. Most menu items can be customized to fit each customer's unique preferences.

8. Where did the Edo Japan concept originate?

The restaurant was founded by Reverend Susumu Ikuta, a Japanese Buddhist minister. Edo Japan opened its first restaurant in 1979 at Southcentre Mall in Calgary, Alberta.

9. Is Edo Japan involved in any charitable organizations?

Edo Japan is a proud, long-time supporter of food banks across Canada, donating both cash and volunteer hours every year since 2010 while raising awareness of the vital role food banks play in Canadian communities.



10. Can customers customize their meals?

Whether a customer prefers extra Teriyaki Sauce, no mushrooms, or brown rice instead of white, Edo Japan will ensure each customer's meal is made exactly to their liking. Edo Japan also offers a variety of sushi – made fresh daily – to complement any meal.

11. What does it take to become a franchisee?

First and foremost, Edo Japan is always looking for hardworking individuals who are driven and exhibit a love for their food and customers. For more information please visit www.edojapan.com.

12. Are franchise locations profitable?

Just ask the Edo Japan franchisees! Edo Japan franchisees experience great success and profitability. Not only do Edo Japan franchise owners tend to hold on to their locations, but many also purchase more than one location. In recognition of Edo Japan's achievements in franchise success, it has been named a winning recipient of the Franchisees' Choice designation for the past 11 consecutive years.

Edo Japan – Fresh Facts

- The first Edo Japan opened in 1979 at Southcentre Mall in Calgary, Alberta and continues to operate today.
- Edo Japan has more than 150 restaurants across Canada.
- Edo Japan understands the unique tastes of their customers. Almost every meal on the Edo Japan menu can be customized, and over 40 per cent of customers personalize their order.
- Edo Japan opened its first street front restaurant in 2002 to meet consumer demand by offering lunch and dinner dine-in or take-out service in a contemporary and casual restaurant setting. To this day, Edo Japan is known as a leader for Japanese-inspired food in a fast-casual restaurant environment.
- Can't decide what to order? The top two best sellers for 20 years have been Teriyaki Chicken and Sukiyaki Beef.
- Edo Japan offers a variety of sushi creations, all made fresh daily, including California Rolls and Dynamite Rolls.
- Edo Japan's signature Teriyaki Sauce is created from a time-honoured recipe and is made fresh daily in each restaurant. It was bottled in 2020 for customer to enjoy at home!
- Edo Japan serves more than 10 million meals annually.
- Edo Japan uses a Teppan grill heated to 450° F, which sears the ingredients to perfection, while locking in flavour.



- Edo Japan recognizes the “Legendary Service” of its staff, franchisees and crew members by awarding certificates signed by the president in recognition of exemplary customer service.