



Cora Franchise Group - Company Fact Sheet

Founded	May 1987 in Ville St-Laurent (QC, Canada)
Name	Cora Breakfast and Lunch and Cora Déjeuners et diners in Québec.
Offices	Corporate Headquarters – Sainte-Thérèse, QC Regional Office – Mississauga, ON
Sector	Family restaurant
Description	The Cora Franchises Group Inc. is Canada's breakfast restaurant leader. Cora restaurants, serve unique and generous breakfast creations based on innovative yet traditional recipes, amidst a warm and inviting atmosphere.
Leadership Team	Cora Tsouflidou, Founder Nicholas Tsouflidis, President David Polny, Executive Vice President Cora Group Candace McAllister, National Director Development Robert Sénécal, Operations Vice President Québec Lucie Normandin, Controller
Head office employees	72
Restaurants	The company currently operates 130 locations in Canada. More openings are scheduled over the following months. In 2011, Cora Breakfast and Lunch became a truly coast to coast chain opening its first location in British Columbia. One restaurant at a time, one day at a time, Cora Group Inc. is solidifying its position as the country's premiere breakfast destination.
Markets served	Québec, Ontario, Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island, Manitoba, Alberta and British Columbia
Network employees	4,000
Contact information	www.chezcora.com Head Office (Qc): 1-888-435-2426 450-435-2426 Regional Office (Ont): (905) 673-2672 Christina Fagan Marketing Consultant 1-888-673-2672 ext. 228



Cora Tsouflidou Founder

For the founder of Cora restaurants, initiative, perseverance, self-confidence and boundless energy have been the main ingredients in her recipe for success.

Cora Mussely Tsouflidou was born in 1947 in St-Charles-de-Caplan, a small town in the Gaspésie Peninsula. She was cautioned at a young age to learn to be content with a simple life and not dream of things beyond her reach. But Cora had other plans. She wanted to do something with her life and insisted on getting a college education. Married at the age of 20, she was soon the full-time mother of three children.

After divorcing in 1980, Cora was left to her own devices to support three teenage children. She opened her first small neighbourhood restaurant and quickly discovered a passion for customer service. In no time, a vast number of customers filled the restaurant daily and it tripled in value. Cora then decided to sell the eatery and went to work in a larger, very successful restaurant where she refined her skills and learned the fundamentals of her new career.

In 1987, she bought a small abandoned diner on Côte-Vertu Boulevard in Montreal's St-Laurent area and decided to focus solely on breakfasts. Combining fresh fruit, cheeses, cereal, omelettes, crepes, waffles and French toast, Cora soon had customers lining up to experience her innovative breakfast menu.

The philosophy behind her success is simple: quality food and first class service. Cora strongly believes that if you offer customers the best, they will come back. This success soon led to the opening of several more locations in the Montreal area.

Enterprising by nature, Cora decided to market her concept through franchising. Today, the Cora network boasts 130 franchise locations across Canada and the company continues to pursue its market expansion goals.

To ensure product quality, in 1995 Cora established Casseroles Cora Inc., a commissary and distribution facility that ensures the quality, standard and availability of many of Cora's unique and proprietary products and blends including, coffee, bacon, sausage, syrup, mixes, custard, and more.

Through Casseroles Cora, the company works with suppliers and manufacturers to develop the high-end blends and superior cuts of meat that are exclusive to Cora restaurants. The company also subcontracts manufacturers to produce Cora exclusive products such as crepe and waffle mixes, and cretons, a practice that ensures quality standards are met and products taste the same in each Cora restaurant across Canada.

Even 25 years after her debut, Cora remains up to date in the industry and regularly visits restaurants. She ensures that her standards of quality are being respected by remaining in contact with her customers, her main source of inspiration and motivation. Cora takes to heart and remains implicated in the creation of new dishes by testing and evaluating new recipes in order to better introduce them in the restaurants.

In the business world, Cora is the best example of a self-made business woman. She has been honoured many times. She was the only woman nominated as Quebec's 2006 CEO of the year which is a yearly contest organized by the business section of La Presse, a prestigious Montreal newspaper. In 2006, Cora was named Entrepreneur of the year by the Réseau des Femmes d'Affaires du Québec. She has also been named to the list of Canada's 100 Most Powerful women in the Entrepreneur category in a special report conducted by the Globe and Mail in November 2006.

Other awards include the Ernst & Young Entrepreneur of the Year award in the Manufacturing / Consumer Products Category, the Pinnacle Award and the Tops in Hospitality Award from Food Service and Hospitality magazine. Tsouflidou is the recipient of the 2003 Governor General's Award. In 2004, she was also inducted into the Canadian Professional Sales Association's Hall of Fame and in 2005, she received the Hall of Fame award from the Canadian Franchise Association. In 2009, she received the RBC Canadian Women Awards in the Bell Trailblazer Award category. More recently, in 2012, she has received the Management Achievement Award du Desautels Faculty of Management, from McGill University and the Gold Award from the Ontario Hostelry Institute.

Cora also help shape tomorrow's leaders. Indeed, a case study featuring Cora's difficult yet amazing journey and success has been written by the Harvard Business School for study in their managerial and entrepreneurial MBA courses. The case honours the story of the struggling mother of three in need of a career turned entrepreneur and founder of the Cora restaurant chain destined to become the leader in the Canadian breakfast industry.

Throughout the years, Cora has maintained her very personable ways with customers, and her commitment to community. In 1998, Cora created The Cora Foundation to help out children in need, and has often said, "One can only multiply love, never divide it". The Foundation gathers funds through the profits generated by fundraising events as well as through special events created by employees and the owners of the 130 franchised restaurants across Canada

Today, Cora Tsouflidou enjoys the success of her challenging and fulfilling journey and recognizes the value of extending her knowledge, lessons and passion to motivate young women entrepreneurs. To that effect, she has accepted countless invitations to speak for women's organizations and for entrepreneurial causes, and she proudly mentors a group of privileged protégés.

For more information:

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Cora Franchise Group Management Team

Cora Tsouflidou

Founder

For the Founder of the Cora restaurants, initiative, perseverance, self-confidence and boundless energy have been the main ingredients in her recipe for success. In the business world, Madame Cora is an incomparable example of a self-made business woman. Under her leadership the company has won several awards including *Canada's 50 Best Managed Companies* (2005, 2006, 2007), Canadian Franchise Association *Hall of Fame Award* (2005), Canadian Professional Sales Association *Hall of Fame Award* (2004), *Quebec Governor General's Award* (2003) as well as the *Consumer Choice Award* and the *Pinnacle Award* from *Food Service and Hospitality magazine* in 1999. The company also earned the *Ernst & Young Entrepreneur of the Year* award in the *Manufacturing / Consumer Products Category* and the *Tops in Hospitality Award* from *Foodservice and Hospitality magazine*. In 2009, she received the RBC Canadian Women Awards in the Bell Trailblazer Award category.

An accomplished speaker and motivator, Cora has shared her business success story at over 100 conferences and continues to be a source of inspiration for many. In her role as Founder and Chairperson, Cora leads the conceptual orientation and business strategies for the company.

Nicholas Tsouflidis

President

Involved in the family business since its inception, Nicholas Tsouflidis has held every position available in a Cora restaurant. A central figure in the company's executive management team, his vast experience in the day-to-day workings of the restaurant business provides him with the advanced skills and expertise necessary to lead the company's operations.

Over the past three years Nicholas has redefined the company's training methods and standards and has ensured their successful implementations. His most recent accomplishments include the establishment of a field training team, a video-on-demand menu training syllabus, which is available on the company's intranet and the launch of a cross-Canada training program to support the company's newly re-engineered menu. With a firm commitment to customer satisfaction benchmarking, Nicholas is also responsible for overseeing the ongoing growth and development of the Cora concept across Canada.

David Polny

Executive Vice President Cora Group

David Polny's primary assignments are to expand and develop the Cora Breakfast and Lunch concept within the Cora Franchise Group Inc., to develop strong franchisee/clients relationships, and to maintain brand integrity on a national scale providing our clientele with the highest quality service and support. Prior to David's 2008 appointment to Executive Vice President Cora Group his duties within Cora Group involved being responsible for the strategic franchise expansion objectives for all markets.

Prior to joining the Cora, David held multiple executive roles over his 25 plus years career; namely as Vice President of Operations Canada, Timothy's World Coffee and Vice President Support and Development, Canada within Famous Players Corporation.

Robert Sénécal

Operations Vice President Québec

Robert graduated from the Quebec Institute of Tourism and Hotel Management, and has over 25 years of experience in a franchised restaurant environment. He also has several years of experience in corporate and franchise management. Robert works with Marketing, Development and Training to establish strategic franchise expansion and to develop strong franchisee relationships.

Lucie Normandin

Controller

Lucie has the responsibility for the administrative staff and leads a team of five in accounting. After acting as a consultant for the accounting department for 3 years, she joined the Cora family in 2001. Lucie's extensive experience in accounting and data processing confers to her an important role in the administrative and financials operations of the company and is becoming an important member of the company's executive management team.

Candace McAllister

National Director Development

Candace McAllister as National Director Development is responsible for leading the Development team in franchisee recruitment, real estate selection, lease negotiations, restaurant design and construction. Development's main focus is delivering the Cora brand experience to customers in new markets across Canada in a strategic and effective manner. Since joining the Cora team in 2009, Candace has concentrated on developing and evolving the franchisee approval process as a means to recruit exceptional franchisees for the Cora family coupled with building and maintaining strong relationships with potential, new and existing franchisees. Candace brings with her more than 20 years of experience in executive recruitment, business and relationship development.

Martin Paskevich

Director of Western Operations

Martin Paskevich oversees British Columbia and Alberta assisting our Cora Group Development Team and Cora Group Operations Team. Martin comes to Cora's with a substantial restaurant and hospitality background, and real estate experience. He has a Master's Degree in Social Science and diploma in Hotel and Restaurant Management. Martin has a very hands on approach to operations, together with his restaurant and management experience Martin is a dynamic asset in expanding the Cora brand.

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