



**Franchise Brochure**



# About Us



Wilkinson 'Ken' Sejour, the famous Chef Creole, has always felt a connection to Creole food. As he perfected his cooking style, he realized he could turn his passion into a business! That's when, over three decades ago, he opened the first Chef Creole location with his late brother Jude Pierre. Since then, he has been expanding the reach of Creole cuisine with his original Caribbean-inspired recipes.



**Chef Creole** is legendary not only for the quality of his food and service but also for his dedication to his community. He has been recognized and honored by important figures in both the political and culinary world, such as congresswoman Frederica Wilson and celebrity chef Anthony Bourdain, for his contributions to community service and youth projects in the South Florida area. Through years of successful business and community outreach, Chef Creole has become one of the top Creole





# Concept



Creole culture began with the Haitian revolution of 1791, when Haitians revolted against the French and fought for their freedom. By 1803, the Haitians had managed to end French control over the colony of Saint-Dominique, now known as Haiti. Haiti became the second country in the Americas to gain independence, after the United States. As a result of their defeat in Haiti, the French abandoned their plans for an empire in the Americas and sold their remaining North American territories to the United States in what is known as the Louisiana Purchase. Between the 1790s and 1809, thousands of Haitians immigrated into the Louisiana territory, forming large French-speaking communities such as New Orleans. These Haitians adapted their native cuisine to their new environment, where it evolved and became the Creole style of cooking, we know today.

To keep up with the immense demand for our food, we also offer catering services! Our customers trust us with their parties and events because they know that customer satisfaction is our top priority. Nothing makes us happier than seeing guests enjoy our food, so we will do whatever it takes to ensure every visit to Chef Creole ends with a smile!



CHEF CREOLE





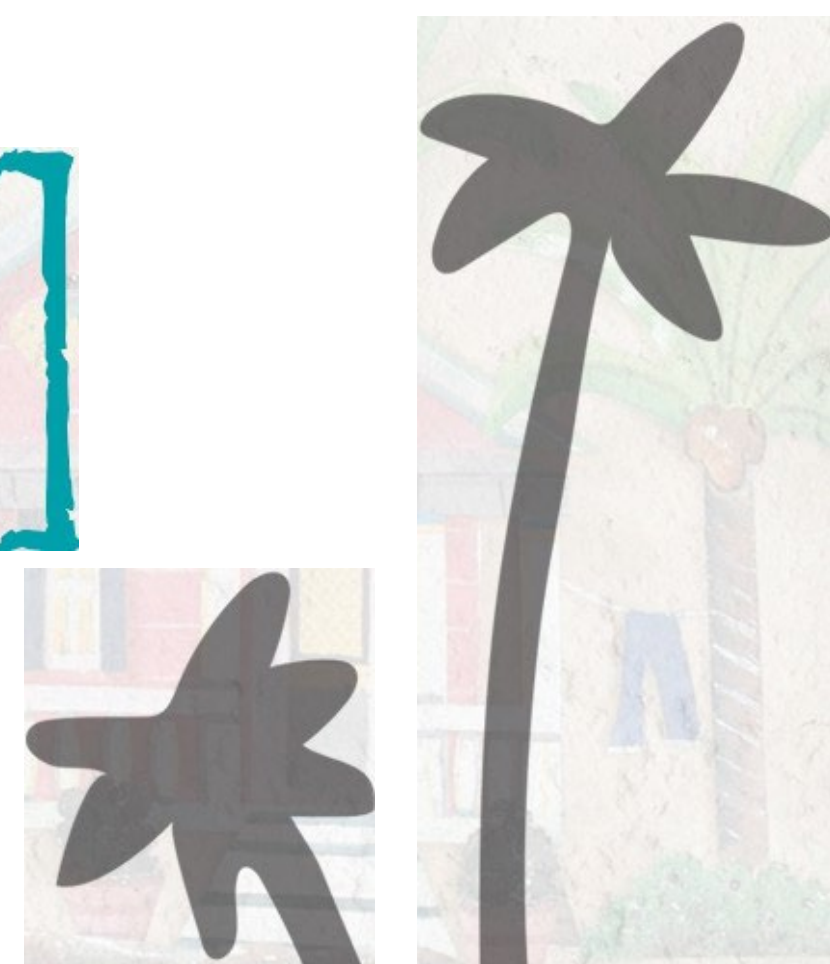
# OFFERING



We are offering a storefront franchise opportunity. Prospective franchise locations should be in attractive areas where they can encounter heavy traffic, such as shopping centers or near residential neighborhoods. The total initial investment for a Chef Creole franchise can range from \$289,800 to \$554,900 and includes a one-time franchise fee of \$40,000 for the right to use the Chef Creole trademark and protected territory. Your initial investment will go towards covering many of the necessary expenses associated with opening a Chef Creole franchise location, such as furniture and fixtures, the initial inventory, and the construction of any essential leasehold improvements.



Royalty Fee: 6.5%  
Local Advertising: 2%





# Training



Franchisees must meet and maintain the high standards of service that customers have come to expect from Chef Creole. Your investment will grant you access to the exclusive Chef Creole comprehensive training program, which is designed to teach you the necessary skills to operate your franchise successfully. Our training consists of a 16-hour long classroom section and a 120-hour long on-the-job section. Each one of our training modules will cover a variety of topics related to meeting the standard of the hotel and restaurant industry. Completion of our training will give you the tools You'll need to open and operate a successful restaurant.





# Opportunity



Chef Creole is more than a restaurant - it's the result of decades of hard work and dedication. As a renowned celebrity chef, Chef Creole is committed to ensuring the success of all his restaurants, including every franchise. When you invest in a Chef Creole franchise, you become part of his team! Take advantage of our franchise opportunities and open your restaurant knowing the expertise and reputation of Chef Creole has your back.

Contact: go to [www.chefcreole.com](http://www.chefcreole.com) or call 1800-918-chef today.



CHEF CREOLE