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ABOUT

Over the years, we've had the great privilege of covering some of the best franchises and they continue to exhilarate us with their ingenuity. We believe it is important to highlight these businesses and to this end we're very excited to host the Elite Franchise 100 (Canada), the annual definitive ranking that celebrates franchising excellence across the country. In conjunction with the guide we also host a celebratory awards evening to further congratulate all our winners.



Allowing franchisors to compete on everything from growth to the support they offer franchisees, the Elite Franchise 100 recognises the sector's brightest businesses and honour them in a league table and high-quality nationwide publication sent out to our combined Canadian audience and digital network of over 500,000. Whether you're a flourishing franchise at the top of your game or a budding business making its first inroads into the industry, the Elite Franchise 100 provides the perfect opportunity to show the world what your network is made of.

CRITERIA

The EF100 is judged on six core criteria that helps us gauge entrants on their size, growth, ambitions and contributions made to franchisees and the community based on information supplied by entrants. With the huge support of our expert judges involved in the judging process.



Selection of our judging panel - see [page 6](#) for full panel or visit our [website](#).

LONGEVITY - this will take into account the age of the franchise and its longevity in the marketplace.

NETWORK SIZE / GROWTH

- looking at the number of franchisees a network has and taking into account the network's accelerated growth as well as closures, this will recognize franchises that have come to establish a significant presence in their market. We do take into consideration closures based on multi-unit growth, please ensure you add any comments around growth into your supporting evidence at the bottom of the form.

CONTRIBUTION - this will recognize those franchises that have made the most significant contributions to the community and franchising as a whole, whether that's how they are helping their local community, boosting the profile of the sector or helping other franchises get a leg up.

SUPPORT - taking a look at how franchises train and support their networks and encourage diversity, this criteria will recognize the franchises that provide the most comprehensive and ongoing support for those in their network.

INNOVATION - what is your franchise doing that sets it apart from other brands on the market? How is the franchise encouraging CSR/ ESG into the business model? How is it making the most of new technologies, developing new products or services and helping to push the envelope of what franchises can achieve?

FUTURE - looking at your plans for the future, this will recognize those franchises with the most ambitious plans for the future, whether that's further Canada or international expansion, new products or services, the creation of new brands or ways to improve the experiences of franchises and customers.

Don't just take our word for it! (this isn't our first rodeo)!

"Participating in the EF100 Canada and then celebrating together as an industry was a wonderful experience. The Elite Franchise team were fantastic in guiding us through the application process.

McDonald's has always played an active role in the franchise industry and believes that exchanging thoughts and ideas with other franchisors is beneficial for everyone, elevating the whole industry. The EF100 Canada awards are valuable for the franchise industry and for those interested in owning a franchise, providing an objective ranking judged by an independent jury of franchise experts.

We appreciate how Elite Franchise not only puts a spotlight on franchising but also celebrates top franchisors and franchisees in Canada. We highly recommend the EF100 Canada program."



Kerry Boarder,
National Franchise
Director, McDonald's
Restaurants Canada



"Participating in the inaugural EF100 Canada was an incredible experience for ServiceMaster Restore of Canada. The interview process gave us a fresh perspective — a chance to view our business through the eyes of a prospective franchisee and showcase the strength of our market and the support we provide to help franchisees succeed.

The EF100 Canada team made every step smooth and enjoyable, and the awards evening at The Carlu in Toronto was a standout moment — a true celebration of excellence across the franchise community.

Being recognized among Canada's top franchises is an honour that energizes our entire organization. We highly recommend the EF100 Canada program to franchisors looking to celebrate their growth and benchmark against the best."



Maureen S. Catania,
Director of National
Sales ServiceMaster
Restore of Canada



"Being recognized in the EF100 and nominated for Emerging Franchise of the Year by Elite Franchise Canada was an incredible honour for us. As a young and growing brand, it meant so much to be in the room with so many established, inspiring franchise leaders. It was a powerful reminder that this space isn't just for the big guys—there's room at the table for bold, emerging brands with heart, hustle, and a clear vision. We left feeling inspired, validated, and more motivated than ever to keep building something great."

Samantha Buckley, CEO & Founder, Ghost Taco



"Going through the EF100 Canada process gave us a chance to pause and reflect on what makes JDI Cleaning Services special. It reminded us of why we started, what drives us every day, and how far we've come. The EF100 Canada team was so supportive from beginning to end, making the whole experience feel easy, encouraging, and positive.

The awards night was a highlight, such a meaningful and uplifting evening. We got to celebrate our journey, cheer on fellow franchisors, and soak in the amazing energy of Canada's franchise community. Being named #13 in the EF Top 100 and receiving the Sustainability of the Year Award was a proud moment for our entire team and gave us even more motivation to keep growing and shining.

We're truly grateful to be part of this program and would really recommend it to other franchisors. It's not just about recognition it's about celebrating who you are, the impact you're making, and the possibilities ahead."



Mercedes Oram,
Director of Marketing,
JDI Cleaning Services



"The entire experience with Elite Franchise100 Canada exceeded expectations. First, as a Canadian franchisor, we were excited to see an opportunity for recognition in the franchising industry that reflects the dynamic nature of our business model. We were very impressed with the focus of the awards, the ease of the applications process, and the diligence that the EF100 team displayed when working with us along the way. We had a fantastic time at the Gala, and were lucky enough to have one of our franchisees with us that evening to experience the event.

The franchising community is a very special entity, and it's exciting to see the world of franchising expand to welcome new service providers, especially one like the EF100 team whose goal is to showcase and elevate the best of the best. If only there was an award to recognize the EF100 team, because they deserve a huge "Thank You!" for what they have done. 10/10 would recommend for any franchisor to engage with this process."



Martin Robertson,
Oxford Learning
Centres Inc., National
Director Of Operations



2026 EF100 Canada Survey - Comments & Feedback

“

“The publication is seen as the definitive ranking for franchises in Canada. It’s incredibly important to continue recognizing the best our industry has to offer.”

“Recognizing success in our industry is essential — and the EF100 Canada Awards are doing just that. Allowing franchises to compete on a level playing field, regardless of their age or size, creates a great opportunity for everyone involved. It also helps potential consumers get the full picture — from brand longevity to franchisee retention.”

“As a new supporter of the EF100 and after seeing the work you did this year, I honestly don’t see anything that needs improving. This is exactly what the Canadian franchise industry has been waiting for.”



“You’re doing an awesome job! We’ve already seen new candidates join our network — so thank you, Elite!”

“The EF100 event is the perfect opportunity to bring together the best in Canadian franchising. I’m proud to be part of an event that celebrates the franchises showing incredible resilience and tenacity during a tough economic climate. The way franchisors and franchisees have come together to develop new pathways for growth is truly inspiring.”

”

This year's judges*

[Click here to read the judges full bios.](#)



ANDREW CARTER

Regional Market Leader, Franchise Finance at BMO Commercial Bank



ANGELEE BROWN

Founder & CEO, FranOvation



BRIAN BAZELY

Founder & Operating Director, Bazely Consulting



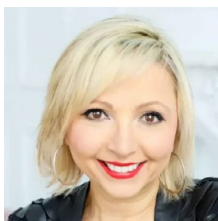
CINDY HILL

Founding Partner & COO, Cadence Franchising



ELIZABETH S. DIPCHAND

Intellectual Property Lawyer & Managing Partner, Dipchand LLP



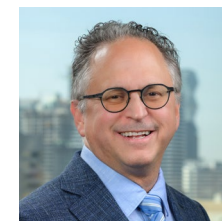
FAY CHAPPLE MBA

CEO of FC&CO



GREGORY M. PREKUPEC

Lawyer, Dipchand LLP



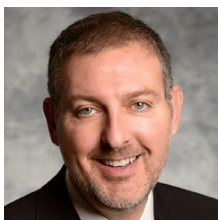
JOSEPH ADLER

Franchise Lawyer, Hoffer Adler LLP



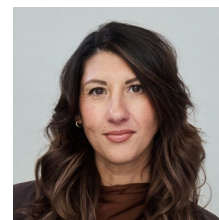
KIRK ALLEN

Co-Founder and Chief Operating Officer, Reshift Media



LARRY M. WEINBERG

Partner, Cassel's Brock & Blackwell LLP



LISA RAFFAELE

Founding Partner & CEO, Bubblegum Canada



LYN LITTLE

BDO Canada & Board Member & Treasurer, the Canadian Franchise Association

**Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.*

This year's judges*

[Click here to read the judges full bios.](#)



MARY MACDONALD, CFE

Head of Education, Canadian Franchise Association (CFA)



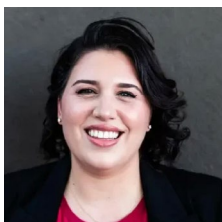
MICHAEL HYAM

The National Franchise Show Director & Franchise Assembly Co-Founder



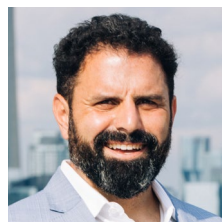
PAMELA LABELLE

President, Founder & CEO, The Business Exchange



RENÉE BOUDAKIAN, CFE

Founder & CEO, Rubicon Franchise Partners



SHAWN SARAGA

Founder of The Franchise Academy



SHERRY MCNEIL, CFE

President and CEO, Canadian Franchise Association (CFA)



SUKHDEEP S. SIDHU

Partner, KMB Law



TRAVIS TINNING

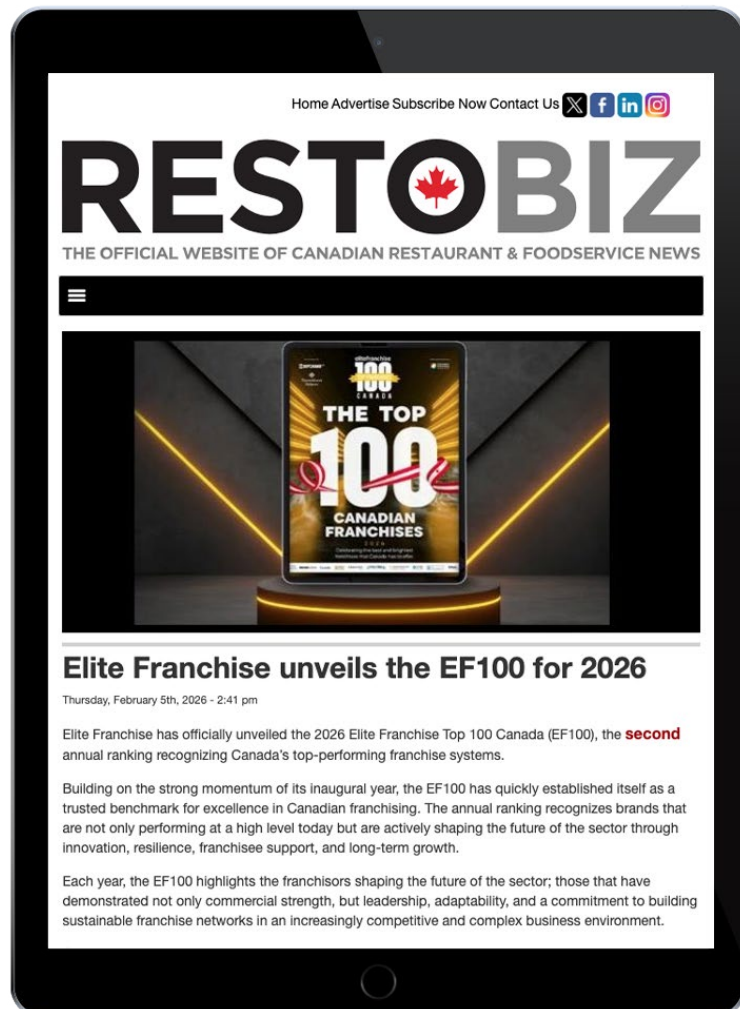
Chief Development Officer at Franchise GrowthLab



VICTOR TURCANU

Franchise Lawyer, Tannenbaum Helpert

Marketing & PR Campaign



- ▶ **Utilize our national press coverage and social media reach** Our contacts in the national media support and provide coverage for the initiatives we're proactively introducing to the industry. This will be aided by social media marketing allowing you to reach our network.



- ▶ **Educate 1,000's of prospect franchisees** in the Elite Franchise 100 circulated in February and throughout the year. Investors actively looking for franchise opportunities subscribe to receive content to aid their decision.



- ▶ **10,000 additional copies printed** – Find your brand within the industry as we strategically distribute the Elite Franchise 100 Guide through our contacts. Distributed at Franchise events across Canada.

- ▶ **Exposure at industry leading events**
Access thousands potential franchisees and business owners.
- ▶ **Reach over 500,000+ qualified potential franchisees**
Our media partners actively push the Elite Franchise 100 to their databases.
- ▶ **PR template** - We supply all winners with a PR template and guidance sheet once your EF100 position has been confirmed. Whilst we'll be sharing the EF100 league table with national media partners, you may wish to use this template as the basis for your local or trade PR activity.

Sponsors

Premium Sponsors



Dipchand LLP is a firm committed to building strong, long-lasting relationships with clients and their advisors looking for practical and strategic counsel to navigate their ventures through the ever-changing legal landscape.

Our value as trusted advisors is measured by the calibre of our legal advice, quality of service, and the stellar reputation that we have carefully cultivated and strive to maintain. If your business' cornerstone is its intellectual capital, we are your legal partners.

Tannenbaum Helpern

Tannenbaum Helpern's New York-based Franchise attorneys are recognized leaders in navigating the complexities of the U.S. franchising landscape. Known for their efficient and practical counsel in one of the most heavily regulated business arenas, the team is frequently cited by industry publications and held in high esteem by their peers. Their unique expertise lies in advising Canadian businesses as they expand into U.S. markets, offering unmatched insight and guidance across borders.

Proud Sponsors



Altius Franchise Group is a franchise growth and advisory company supporting franchisors, franchise buyers, and emerging brands through strategic development, market positioning, franchise education, and lead generation. As the parent company of Franchise Grade, FranOvation, and Franchise Fix, Altius brings together data-driven franchise research, brand development expertise, candidate qualification, and operational support to help companies grow smarter through franchising.



In today's dynamic and competitive market, partnering with a bank that understands the unique needs of your franchise is critical. As Canada's oldest bank—and recognized by World Finance Magazine as Canada's Best Commercial Bank for 12 consecutive years—BMO brings the experience and insight to help support your growth. Our team of specialists knows franchising inside and out.



Brand M3dia is Canada's leading provider of interactive digital solutions, specializing in innovative technologies that enhance customer engagement and streamline operations for businesses, particularly within the franchise sector. Our suite of services includes state-of-the-art Smart Kiosks, AI Robots, and digital signage, all designed to elevate the in-store experience and drive customer satisfaction.



BusinessesForSale.com is not just the leading international advertising platform for buying and selling businesses, attracting over 1.2 million global buyers and sellers every month. It is an innovative, client-focused platform that has successfully supported business owners, entrepreneurs, brokers, and franchisors for over 20 years – offering valuable products and services that make a difference in people's lives.

Cassels

Cassels Brock & Blackwell LLP is a Canadian law firm focused on serving the transaction, advocacy, and advisory needs of the country's most dynamic business sectors. Cassels offers one of Canada's largest and most sophisticated national franchise law groups, with over 25 franchise law team members proving expert advice on expansion to, and operating in, Canada.

the dt group

At the heart of Canadian franchising, the dt group is a multi-award-winning team of specialist accountants and advisors working with franchisees and franchisors across Canada. The team combines international franchise experience with an in-depth understanding of the financial, operational and reporting requirements involved in running a successful franchise business.



With over 20 years of experience, Forty IV is your trusted partner for digital marketing, content creation, and storytelling. We specialize in crafting authentic, results-driven strategies that elevate your brand and connect you with your ideal audience. Whether you're looking for support with a one-off project or a dedicated in-house marketing team, our process always starts with you.



Parker Media helps franchise brands cut through the noise and show up with clarity, consistency, and confidence online. In a crowded digital landscape, we turn brand stories into strategic visibility that drives real momentum. We partner with franchise leaders and industry suppliers who want to strengthen brand authority, support recruitment, and build alignment across their system.

Official Awards Supporter



The Canadian Franchise Association (CFA) is a pivotal organization empowering people to achieve entrepreneurial success through franchising opportunities. Representing over 600 corporate entities and more than 40,000 franchise owners across Canada's leading and up-and-coming brands, the CFA champions issues crucial to franchise growth and sustainability. As the industry's primary advocate, the CFA goes beyond just representation.

Official PR Partner



Bubblegum Canada Inc. is a full-service brand growth and communications agency specializing in franchise success. We take an "out-of-the-wrapper" approach to 360-degree strategy—blending creativity with precision to build bold, lasting connections between brands and their audiences. From public relations, digital strategy, and social media to influencer engagement, lead generation, crisis communications, and brand partnerships, we deliver integrated solutions that move the needle.

Strategic Media Partners



Founded in 2013, A R Business Brokers is an award-winning boutique Main Street and Low Mid-Market Business Brokerage & M&A Advisory firm. The firm specializes in guiding business owners through the buying and selling process, with offices in Mississauga, Toronto, Ottawa, and Edmonton.



BDO is a leading provider of professional services, delivering a range of assurance & accounting, tax, and advisory services. Complemented by continuously advancing technology expertise, ESG focus, and +100 years of being connected to local communities, we're proud to cultivate ongoing relationships with clients and employees across Canada and beyond.



Established in 1998 by Pamela Labelle, Business Exchange emerged from a gap in the market for specialized resources catering to businesses and franchises for sale. What began as a local publication in Toronto, Canada, has since evolved into a thriving omnichannel platform spanning North America.



Cadence is a franchise sales & marketing organization dedicated to modernizing franchise recruitment. We deliver sensible CRM solutions, tell compelling stories, and craft exceptional sales experiences for serious franchise sellers. Our lead nurturing services will boost interest in your brand with qualified entrepreneurs and investors, increase your conversions, and expand your franchise network faster and better.



With a multi-media approach and globally diversified business franchise products such as Canadian Franchise Magazine, Franchising Magazine USA, Business Franchise Australia/New Zealand, Annual Franchise Directory and our Franchise guide now in its 17th year, we are a mainstay for the franchisee who seeks reliable, timely and available information 24/7 in downloadable format.



Canada Franchise Opportunities is a leading online platform dedicated to connecting franchisors with serious, qualified investors across the country. Designed as a central hub for franchise development, our website offers brands a powerful way to showcase their concepts while giving prospective franchisees a trusted source to explore opportunities that match their goals, budget, and region.



FSH Design is a global agency with over three decades of in-depth experience in franchising, strategic marketing, design, and technological solutions. FSH is dedicated to transforming and empowering businesses to succeed through rethinking, reframing, and revitalizing the full potential of great brands.



KMB Law is a full-service Canadian law firm devoted to serving and empowering individuals and businesses with focused legal solutions that work and propel you forward. Established in 1979 as Keyser Mason Ball, LLP, we began with a modest team of five employees in Mississauga.



MSA Worldwide is a global franchise advisory firm. Our core practice is as strategic and tactical advisors for franchisors and dealers at every stage of their development. Our clients include emerging franchisors looking to determine how (and whether) to franchise their business to large multi-national franchisors



Rubicon Franchise Partners is a premier franchise growth agency that transforms emerging brands into industry leaders. Led by Founder and CEO Renée Boudakian, CFE, who has spent over a decade developing strategic marketing solutions across 1,000+ brands and 100+ industries.



Finally you can empower your franchisees to create their own videos while keeping control of your branding and core messaging. Create your branding templates, send to franchisees to logon and create fully branded video campaigns automatically using a smartphone. All for a fraction of the cost of traditional video production and no editing needed.

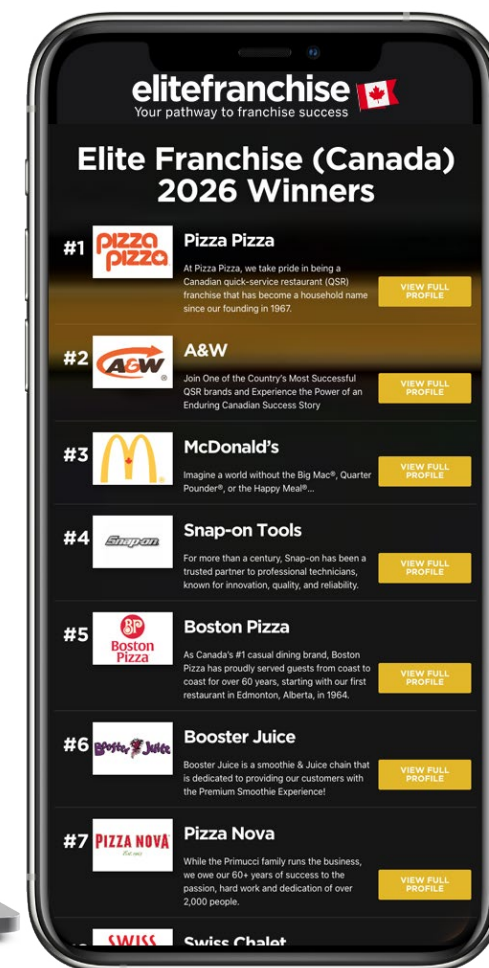
The Entries

All finalists of the EF100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Franchise website. The list is released in February each year and is highlighted through these platforms:

Printed guide - we print high quality copies of the EF100 guide which is distributed to our subscribers. Each EF100 finalist also receives a free copy of the guide and we distribute it digitally through our network of partners.



The Top 100 list - is published on the Elite Franchise website. Your logo here links through to your franchise opportunity listing.



Digital guide - available on issue →

[CLICK HERE TO VIEW THE UK 2026 ANNUAL](#)

The EF100 2026 Celebratory & Awards Evening

SOME OF THE HIGHLIGHTS from our official annual celebratory evening of the Elite Franchise TOP 100 (UK). Guests join us for a drinks reception, followed by a gala dinner, a selection of speakers, networking and evening entertainment.



Additional Awards

Additional honours and special awards are presented during the celebratory awards evening, including the prestigious EF100 trophy, which is engraved with the names of the new winners and held by them for the year.

In addition to the Number 1 Winner's Trophy, a variety of awards will recognize outstanding achievements throughout the year. Finalists are shortlisted in advance, with winners announced during the event.

Full criteria for the additional awards is available online - [click here](#) to view.



- EF100 Supplier of the Year Award *New
- Community Builder of the Year Award
- Diversity and Inclusion of the Year Award
- EF100 Supplier of the Year Award
- Emerging Franchisor of the Year Award
- Exceptional Performance of the Year Award
- Franchisee Outstanding Achievement of the Year Award
- Highest New Entry of the Year Award
- Innovation of the Year Award
- No.1 Winner of the Year Award
- People's Choice Award
- Rising Star of the Year Award
- Sustainability of the Year Award



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CEMG

