



# Socialize

Photos courtesy Browns Restaurant Group

## BRG's Social Success

**B**rowns Restaurant Group (BRG) is a Canadian-based franchisor that currently has more than 60 locations operating system-wide. Industry veteran and entrepreneur Scott “Scotty” Morison launched the group in 2004 when he opened its first restaurant in North Vancouver. Since then, the brand has grown to encompass 57 Browns Socialhouse locations in Canada and, through a U.S. subsidiary, three Scotty Browns restaurants in the state of Washington.

### Shaping the customer experience

Morison, who is now chair and CEO, has played a big role in the group’s brand concept creation and restaurant design processes. He also remains heavily involved in all programs and initiatives that shape the customer experience, including music, layout and menu development. “If it involves the senses, it involves me,” he says.

With a lifetime of restaurant experience under his belt, Morison is an intuitive visionary who perceives and anticipates the needs of BRG’s target demographics. He has an uncanny ability to forecast emerging trends and customers’ needs and preferences, allowing him to focus on delivering great experiences. From designs of beautiful rooms that people want to socialize in to his problem-solving skills, honed by opening dozens

of cutting-edge restaurants in the past, he continues to look for opportunities to improve his restaurants and keep them ahead of the industry curve.

“There is no finish line,” he explains.

In recognition of his talent and contribution to the industry, Morison was inducted into the BC Restaurant Hall of Fame in 2014.

### From west to east

While Browns Socialhouse has become the group’s biggest and best-known brand, its portfolio also features other brands, including London Bull (a casual pub-style concept) and Liberty Kitchen (an upscale concept set to open its first location in early 2018).

Growth for the company continues at a rapid pace. The team has opened 10 new locations on average each year, for the past several years.

In 2013, 2014 and 2015, Browns Socialhouse was named Canada’s fastest-growing restaurant brand by *Foodservice and Hospitality*. In 2016, the system surpassed the \$120 million sales mark and opened an above-average 12 new locations.

Currently, BRG has more than 30 franchises in British Columbia and nearly 20 in Alberta, with the balance in Saskatchewan and Manitoba. The company will continue to grow this year across Western Canada,



including another three locations in Saskatchewan and a larger sports-and-event-focused unit in Winnipeg, right across from the MTS Centre.

Next, BRG is looking to expand into Eastern Canadian markets. Franchise opportunities are already available in Ontario to keen industry professionals with appropriate experience in the restaurant business.

### Overseeing advancements

BRG also currently has more than 40 corporate employees based in its Vancouver head office, where president and chief operating officer (COO) Scott Ward oversees ongoing projects and business strategy.

Ward joined the company in 2009. Over the past eight years, he has helped the company advance to a prominent place in the restaurant industry. He has also played a key role in decision making alongside Morison.

Another key focus for the company is the talented five-member culinary team that works in a dedicated, purpose-built innovation centre in Vancouver. Their goals are to further develop the menu and ensure the system is refined in an ongoing manner.

### Franchisees on the floor

As a business model, Browns Socialhouse delivers a higher rate and frequency of customer visits than its direct competitors in the full-service casual dining market. Individual franchisees get to know their customers on a more intimate basis, which helps drive further repeat traffic through familiarity, recognition, value and, to put it more plainly, friendship.

With this in mind, Browns Socialhouse franchisees are local and on the floor. They participate in almost every customer experience in one way or another, as it is their personal attention to service that brings people back again and again.

By way of example, the latest franchise to be launched is a new Lower Lonsdale restaurant in North Vancouver, marking the fifth location for its particular ownership group, which has extensive experience in the full-service branded restaurant field. Indeed, many of BRG's franchisees—there are more than 40 in total—are involved in multiple locations.

While restaurant experience is required as an entry-level qualification, further training is provided to teach the Brown's method to franchisees before they own and operate their own locations.

Prospective franchisees who have appropriate experience and are interested in bringing a Browns Socialhouse to their area are encouraged to contact Bruce Fox at BRG via e-mail at [franchising@brownsrestaurantgroup.com](mailto:franchising@brownsrestaurantgroup.com). More information can be found at [www.brownsrestaurant.com](http://www.brownsrestaurant.com) and [www.brownsocialhouse.com](http://www.brownsocialhouse.com). **CBF**



Chair and CEO Scott "Scotty" Morison gets involved in designing each new restaurant.



## Browns Restaurant Group

**Established:** 2004

**Outlets:** 60-plus

**Franchise fee:** \$50,000

**Additional startup capital required:** \$750,000

**Royalty fee:** 6%

**Advertising fund:** \$0