

# Enniskillen

General Store

est.1840



## Own a Piece of Canadian History. Built for Today's Market.

When you join Enniskillen, you aren't starting from scratch. You are stepping into a business that people already know, love, and visit year-round.



Established  
**1840**



**\$35K**

Franchise Fee

**\$5K**

Training Fee

**5%**

Royalty

**2%**

Marketing Fund

**1,500** sq. ft.

Store Footprint



**90%**

of households purchase ice cream annually



### High-Volume Foot Traffic:

An ice-cream-led model that draws crowds.



### Multiple Ways to Earn:

Built with several revenue streams to maximize sales.



### Better Work-Life Balance:

Structured hours with no "around-the-clock" retail grind.



### Modern Systems:

A traditional brand refined for simple, scalable operations.



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# Multiple Ways to Generate Revenue Under One Roof



General store shoppers visit  
**5x**  
Per Month

**85%**  
of retail still happens in person



## Ice Cream:

The primary driver and largest share of total sales



## Lottery:

Lottery brings consistent traffic and repeat visits



## Alcohol:

(where permitted) Increases average basket size



## Snacks & Impulse Items:

Snacks and impulse items bring steady add-on sales

## Is This a Fit for You?

### Owner-Operators:

You want a structured business with a better work-life balance.

### No Experience Required:

We don't require a retail or food background.

### Growth-Minded Buyers:

You recognize the power of repeat, habitual customers.

### Practical Investors:

You value a proven brand over a startup.



## Get Started With Enniskillen General Store

Expansion of Enniskillen General Store is supported by Southbrook Business Development Group, specialists in business growth, site strategy, and ownership support. To learn more about Enniskillen General Store and explore whether this opportunity is the right fit, book a confidential call with the Southbrook team.



Visit Our Website To Get Started!

SCAN ME



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