



SOI ๕๓๙๑
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Vibrant Thai food on the go

Thaifoon's journey began in 2005 in the province Ontario, Canada, initially established by Manisay's sister and nephew. When Manisay and FouZan joined the venture in 2014, they delved into the family recipes, refining and rebranding the concept to perfection. Drawing from decades of combined restaurant expertise and Thaifoon's already established reputation within the London, Ontario community, they took the bold step of expanding

to a second location in Masonville. Additionally, they introduced the sister takeout brand, Soi Thaifoon, in Kitchener, Ontario and Oakville, Ontario, further extending their culinary reach. To support these endeavours, they also founded the manufacturing and distribution company Walee Food Services, in Thailand, to ensure quality, consistency and authenticity in everything they do.



ซอย

**A SIDE-STREET BRANCHING
OFF A MAJOR STREET**

Soi — meaning ‘side street’ in Thai — pays tribute to the bustling, vibrant energy of Thailand street markets and its unique flavours. Soi Thaifoon echoes this experience with authentic Thai dishes for customers to enjoy on the go.



We're proud to deliver an experience centred around welcoming service and exceptional food. Every dish is prepared from scratch in our kitchen, featuring popular dishes such as Pad Thai, Curries, Pad Ke Mao and our house-made Peanut Sauce which has won over the hearts and palates of our diners. We look forward to taking Soi Thaifoon's unique flavours to the streets and serving as a staple in a foodie's routine.



APPETIZERS

Spring Rolls x 2 ✓

Cabbage, Carrot, Onion, Glass Noodle.

Fresh Rolls x 2 ✓ (GF)

Rice Paper, Leafy Lettuce, Carrot, Cucumber, Rice Noodle, Peanut Sauce.

'Foon Rolls x 2 ✓

A Combination of a Spring Roll and a Fresh Roll, Mint, Sweet Chilli Sauce.

Avo Moon Shine x 6

Dumplings, Avocado, Chicken, Carrot, Onion, Sour Cream, Cilantro Chutney.

Golden Shrimp x 8

Deep-fried Crispy Tiger Shrimp Wrapped in Pastry, Ginger Plum Sauce.

Chicken Satay x 4

Served with Warm Peanut Sauce, Cucumber Salsa.

TRY IT!

Panko Crusted

Crispy Wontons x 9

Wontons, Minced Chicken, Scallion, Carrot, Onion, Ginger Plum Sauce.

SOUPS

.....
All soups come with a choice between Tofu and Chicken, or substitute for Shrimp.

Tom Yum Soup

Kaffir-Lemongrass Broth,
Thai Mushroom, Tomato, Cilantro.

Tom Kha (Coconut Soup)

Coconut-Galangal Broth, Tomato,
Lemongrass, Button Mushroom.

SALADS

.....
Mango Salad  

Mango, Red Onion, Carrot, Cilantro,
Mint Leaves, Roasted Peanuts,
Roasted Rice Vinaigrette Dressing.

Satay Salad

Lettuce, Purple Cabbage, Red Onion,
Cucumber, Carrot, Spinach, Cherry
Tomatoes, Crispy Egg Noodles, 2 Chicken
Satay Skewers, Peanut Dressing.

Thai Sesame Salad

Peanut Dressing, Mixed Greens,
Cucumber, Carrot, Red Onion,
Cherry Tomato, Sesame Seeds.

TRY IT!

Panko Crusted Tofu / Chicken

Panko Crusted Shrimp





PICK YOUR PROTEIN:

 CHICKEN
  BEEF
  TOFU
  MIXED VEGGIES
  SHRIMP

STIR FRY + CURRIES

All stir-fry and curries come with jasmine rice.

Substitute for grilled coconut rice, rice noodles or egg noodles.

Cashew Stir-Fry

Bell Pepper, Broccoli, Celery, Carrot, Onion, Signature House Sauce.

Pad Kra Pao

Ground Beef, Basil, Green Beans, Onions.

TRY IT!

Add Fried Egg

Garlic + Peppercorn Stir-Fry

Garlic, Onion, Mushroom, Carrot, Black Peppercorn, Crispy Onions.

Chilli Chicken

Bell Pepper, Onion, House Signature Sauce, Szechuan Chilli Paste, Breaded Chicken.

Mango Chicken

Green Beans, Bell Pepper, Fresh Mango, Breaded Chicken, Mango Honey Sauce.

Bangkok Katsu

Panko Crusted Protein, Broccoli, Spinach, Bell Pepper, Carrot, House-made Peanut Sauce.

Choose between Tofu / Chicken or add Shrimp

Yellow Curry

Yellow Curry Paste, Coconut Milk, Potato, Onion, Bamboo.

Red Curry

Red Curry Paste, Coconut Milk, Green Bean, Onion, Bell Pepper, Bamboo.

Green Curry

Green Curry Paste, Coconut Milk, Peas, Onion, Bell Pepper, Bamboo.

PICK YOUR PROTEIN:

 CHICKEN
  BEEF
  TOFU
  MIXED VEGGIES
  SHRIMP

NOODLES

Pad Thai

Rice Noodle, Egg, Sprouts, Scallion and Cilantro Garnish. Peanuts available upon request.

Street Style Pad Thai

Rice Noodle, Garlic, Egg, Sprouts, Shallots, Chives, Crispy Onions, Cilantro, Scallions Garnish. Peanuts available upon request.

Peanut Pasta 

Signature Peanut Sauce, Panko Crusted Protein, Wide Rice Noodle, Broccoli, Spinach, Bell Pepper, Carrot.

Choose between Tofu / Chicken or add Shrimp

Pad See Ew

Rice Noodle, Bell Pepper, Carrot, Onion, Broccoli, Dark Soy Sauce.

Drunkard Noodle 

Rice Noodle, Bell Pepper, Thai Basil, Onion, Sprouts, Basil Sauce.

Crispy Chiang Mai

Crispy Egg Noodle, Bell Pepper, Broccoli, Celery, Onion, Carrot, Signature House Sauce. Includes Chicken, Beef and Shrimp.

DESSERT

Coconut Rice + Mango

Sticky Rice, Fresh Mango, Sesame Seeds.



SMOOTHIES

Mango Moon

Mango Pulp, Mango Juice, Frozen Mango, Crushed Pineapple, Coconut Cream.

Berry Me

Strawberry Purée, Cane Sugar, Lime and Lemon Juice, Frozen Berries Mix.

Coco Loco

Crushed Pineapple, Pineapple Juice, Coconut Cream.

Nutty Professor

Berries, Peanut Butter, Mixed Nuts, Almond Milk, Chocolate Whey Protein, Banana.

BEVERAGES

Water

Coca-Cola, Diet Coke, Sprite
Club Soda, Ginger Ale

Iced Tea

Perrier

M135 — Thai Redbull

Thai Iced Tea

Juice

Choose coconut, mango, guava or lychee.

Kombucha Booch

Vietnamese Iced Coffee

Thai Tea Frappé

Thai Tea, Whipped Cream, Condensed Milk, Toasted Cinnamon.

Heineken Non-Alcoholic Beer



SOI COMBOS

Soi Combo for Two

Spring Rolls x 2, Pad Thai Chicken,
Red Curry Beef, Jasmine Rice.

Soi Combo for Three

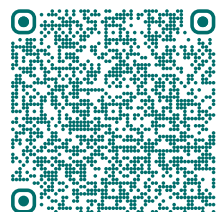
Spring Rolls x 3, Pad Thai Chicken, Green
Curry Beef, Cashew Chicken, Jasmine Rice.

Soi Combo for Four

Spring Rolls x 4, Crispy Wontons x 9,
Pad Thai Chicken, Yellow Curry Shrimp,
Cashew Chicken, Jasmine Rice.

SOI FEATURES

A rotating menu of specials.
Scan the QR code for our
feature dishes!



SOI SPECIALS



WALK-IN ONLY

THAIFOON THURSDAYS

Pad Thai or
Pad Thai Burrito
1 Beverage
+ 1 'Foon Roll

MANGO MONDAYS

Mango Chicken
1 Beverage
+ 1 Mango Roll

FRISKY FRIDAYS

Soi Fried Rice
1 Beverage
+ 1 Avocado Roll

NUTTY TUESDAYS

Peanut Pasta
1 Beverage
+ 1 Fresh Roll

SPICY SATURDAYS

Chilli Chicken
1 Beverage
+ 1 Spring Roll

WILD WEDNESDAYS

Drunkard Noodles
1 Beverage
+ 1 Spring Roll

SAVVY SUNDAYS

Red Curry
1 Beverage
+ 1 'Foon Roll





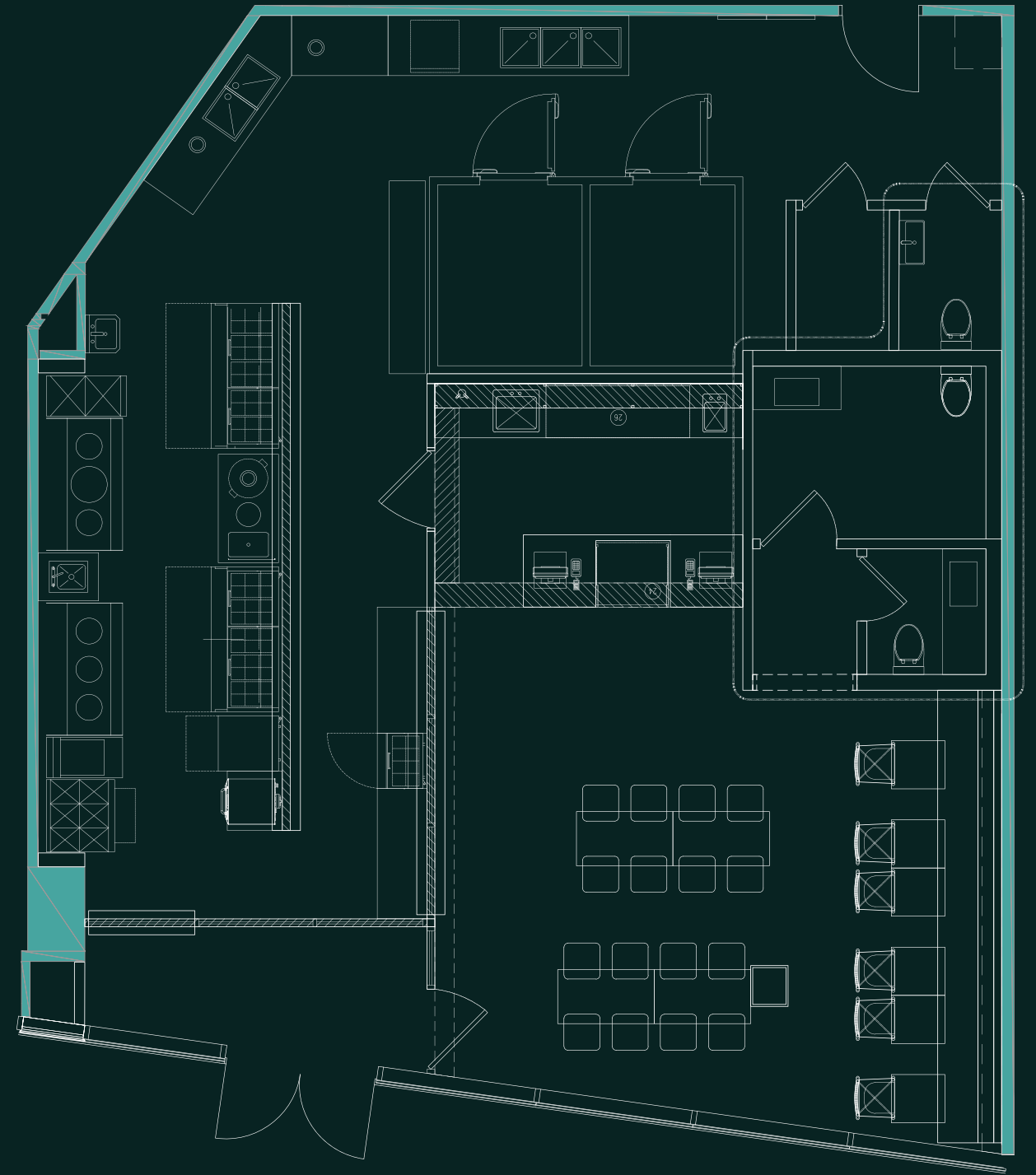
This must be the place

The Soi Thaifoon space boasts high ceilings, tall windows and a vibrant atmosphere from the moment you step in. Adorned with lanterns, patterns, friendly faces and enticing smells, our venue embodies the Thai street markets we know and love and offers a cozy space fitted for dine-in or takeaway.









KITCHEN EQUIPMENT

- WOK
- RANGE STOVE
- FRYER & MERRYCHEF OVEN
- SALAD BAR FRIDGES X 2
- FRIDGE & FREEZER

KEY FEATURES

- SIGNATURE LANTERNS & INVITING ATMOSPHERE

SPECS OF SPACE

- 1,200 - 1,500 SQ FT
- 20 - 30 SEAT CAPACITY

Building relations



Delicious food, good service, and really unique atmosphere! They had several gluten free options with a legend on the menu. The pad thai had good flavour and the chicken wasn't dry like I've had at other places. We will certainly be back to try the Combo for 2 package!

— *Laura K.*



I've been looking for authentic Thai food in Kitchener and have to say this is the best. I had their street style pad Thai (beef) and was literally in heaven, so flavourful, and they did not skimp on the beef, I would recommend to anyone who loves Thai food.

— *Hillary M.*



Great food, great service and great vibes!! I've tried almost every dish on the menu and not a single one disappoints. My personal favourite is anything with peanut sauce so peanut pasta and Bangkok Katsu are some of my go-tos. The atmosphere is fun and decor really enhances the experience for those that visit. The staff are friendly and are eager to receive feedback to improve. One of my favourite places to eat for sure!

Dietary restrictions: An extensive list of options for restrictions like gluten free and vegan!

— *Melynda V.*



Delicious! I've been there many times and tried many of their dishes - they don't miss! Very flavorful and fresh. Try the street style pad Thai and a Foon roll, with mango sticky rice for dessert!

— *Kevin H.*

SOI IN THE COMMUNITY

At Soi Thaifoon, we're dedicated to making a difference in the communities we serve. We recently took part in a Buy One, Give One campaign — buy a meal at Soi Thaifoon and we'll donate the cost of the second meal to Food4Kids: a charity providing healthy food for kids who have limited access to food.

We also held our first cooking class: "Learn how to cook Pad Thai" and it was a hit! We look forward to rolling out more events and building relationships within our community.

"At Soi, we believe in more than just serving food; we're crafting experiences."
—FouZan Beg



Meet the Soi family



FOUZAN ::
CEO & FOUNDER

Embark on a journey through the remarkable success story of Thaiphoon, a venture that took flight in 2005 under the ownership of my wife's family. In 2014, recognizing an opportune moment to acquire Thaiphoon, we leaped into action, driven by a burning desire to transform it into a celebrated brand. Beyond merely operating a restaurant, my aspiration was to cultivate a distinguished identity that resonates as one of the finest in our community, if not the nation.

At Soi Thaiphoon, we're more than just a franchise; we're a family. Join us and become part of a legacy built on hospitality, innovation, and culinary mastery.



MANISAY ::
PARTNER

Coming to Canada at a young age from Thailand, amidst a bustling household with eight siblings, my parents worked tirelessly to provide for our family. Years later, our family found its way into the restaurant industry, where my husband and I were presented with the opportunity to take the helm. After careful consideration, we embraced the challenge, fueled by a shared passion for culinary excellence. For us, food is more than sustenance; it's a source of comfort and joy.



PAUL ::
EXECUTIVE CHEF

Chef Paul is one of the culinary masterminds behind Thaiphoon, bringing over 30 years of expertise in the food industry to our table. With a passion for Thai cuisine and a keen eye for innovation, Chef Paul has been one of the driving forces at Thaiphoon for over 3 years, crafting delectable dishes that tantalize taste buds and captivate hearts. His dedication to excellence and commitment to authenticity ensure that every bite at Thaiphoon is an unforgettable culinary journey.

Meet the Soi family



NAVI ::
GENERAL MANAGER

My story began as a part-time student employee, and through dedication and enthusiasm, I have grown into the role of General Manager at Thaifoon. Over the last 7 years, this establishment has been my home, providing me with opportunities to master skills both as a chef and a manager. Creating a welcoming and positive environment for my team and every guest who walks through our doors is what I love doing every day. It's a pleasure to contribute to the success and vibrant atmosphere of Thaifoon.



NATHAN ::
ASSISTANT GENERAL MANAGER

With 8 years of dedication to the F&B industry, I have nurtured a passion for creating unforgettable experiences. My Diploma in Hospitality Services Management has laid the foundation for my philosophy: hospitality transcends service; it crafts enduring memories. As an Assistant General Manager, each day is an opportunity to imprint the 'impression of increase' on our guests. The ethos that drives me is simple yet profound - ensure that every guest leaves Thaifoon feeling uplifted compared to when they arrived.



WANWISA ::
OPERATIONS MANAGER

Wanwisa is our passionate Business Operations Manager with experience working in the food production industry, hospitality, and investment in Thailand and Japan. She received an Honours Master Degree in business management and comfortably manages organizational supply chains. Wanwisa has been a part of the Thaifoon team since 2021, implementing policy, planning, and setting up strategies to improve our business.

Meet the Soi family



PATTARAPON ::
CHEF

Award-winning chef Pattarapon joined the Thaifoon team in 2023 as a member of R&D and Walee Food Services' preparation team. He received his Bachelor Degree in Culinary Art and Kitchen Management from Dusit Thani College Pattaya in Thailand and brings years of experience as the executive chef and food advisor for 5-star hotels and restaurants across Thailand like Casa Thasala and Palm Garden. With his varied expertise, Pattarapon introduces new products to Thaifoon while ensuring consistency and quality control.



JIRAPA ::
CHEF

Jirapa received her Bachelor Degree with Honours in Culinary Arts and Kitchen Management from Dusit Thani College in Thailand and brings over 5 years of experience working at a 5-star hotel in Thailand. Jirapa's journey with Thaifoon began in 2023 when she joined the preparation team and controls quality and consistency of all product for Walee Food Services.



PORAMA ::
CHEF

Porama Silapavisut comes from Thailand, with an Honours Bachelor Degree with in culinary art and kitchen management. She has over 5 years experience working planning menus and organizing kitchens at restaurants in Thailand, and joined the Thaifoon family in 2023. Porama is responsible for cooking curries and sauces, improving recipes and setting working systems for preparing sections.



OUR MISSION

Soi Thaifoon is committed to serving delicious Thai food with creative twists and unparalleled service in a vibrant, inviting atmosphere.

Why choose a Soi Thaifoon franchise?

Discover the Soi Franchise — more than just financial freedom. At Soi, we're on a mission to bring our unique flavors to diverse communities. Our restaurants serve not just food, but experiences that delight the hearts and palates of our guests. Soi is the ideal business model for families who have a genuine love for hospitality, ready to embrace the journey for a rewarding and fulfilling life. Join us in the Soi family and let's create memorable moments together.

QSR MODEL

SOI MODEL

35K LICENSING FEE	30K LICENSING FEE
6% ROYALTY	2.5% 1 ST YEAR, 5% 2 ND YEAR
2-4 WEEKS TRAINING	4-8 WEEKS TRAINING
BASIC SUPPORT	COMPREHENSIVE SUPPORT
CORPORATE CULTURE	FAMILY CULTURE
DRIVEN BY MONETARY	DRIVEN BY PASSION



THAIFOON HAS BEEN A STAPLE IN THE LONDON COMMUNITY FOR 20 YEARS



AWARDED BEST THAI RESTAURANT IN LONDON EACH YEAR



THAIFOON HAS NO INVESTORS. ALL ORGANIC GROWTH.



HUFFINGTON POST'S TOP 25 RESTAURANTS IN SOUTHWESTERN ONTARIO

OUR SELECTION PROCESS

We're looking for dedicated, hardworking people to join our growing team and take Soi Thaifoon worldwide. Below is an overview of our process for choosing potential franchisees.

01 /

APPLICATION

Fill out a comprehensive application form to gather relevant information from potential franchisees.

02 /

EXPERIENCE AND SKILLS ASSESSMENT

Evaluate candidates' experience and skills, ensuring alignment with the franchise requirements.

03 /

FINANCIAL VERIFICATION

Confirm the financial stability and ability of candidates to invest and sustain the franchise.

04 /

INTERVIEWS

Conduct detailed interviews to understand motivations, commitment, and compatibility with the franchise.

05 /

REFERENCE CHECKS

Contact and verify references from the candidates' previous business ventures.

06 /

VALUES ALIGNMENT

Ensure that candidates share values and goals consistent with the franchise's mission and vision.

07 /

TRAINING AND SUPPORT EXPECTATIONS

Discuss candidates' expectations regarding training and ongoing support from the franchisor.

08 /

LEGAL COMPLIANCE

Confirm candidates' compliance with legal requirements and regulations related to franchising.

09 /

COMMUNICATION AND TRANSPARENCY

Clear communication about expectations, responsibilities, and potential challenges.

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We're excited to meet you! Email us at info@soithaifoon.com to get started.





“Hospitality rests upon three main pillars: the food, the service, and the environment. Each pillar is equally vital in creating a wholesome experience.”

— FouZan Beg

This must be the place



HAVE A QUESTION?
CONTACT US AT
INFO@SOITHAIFOON.COM