



 **GOURMET**  
BURGER CO.

**FRANCHISE GUIDE**

## **TABLE OF CONTENTS**

<b>ABOUT</b>	<b>1</b>	<b>THE GBC EXPERIENCE</b>	<b>6-7</b>
<b>CONCEPT</b>	<b>2</b>	<b>PRODUCT INNOVATION</b>	<b>8</b>
<b>OPPORTUNITY</b>	<b>3</b>	<b>FRANCHISE CRITERIA</b>	<b>9</b>
<b>MARKET</b>	<b>4</b>	<b>PROCESS</b>	<b>10</b>
<b>GOURMET BURGER CO</b>	<b>5</b>	<b>WHY START A GBC FRANCHISE?</b>	<b>11-12</b>
<b>OPERATION</b>	<b>5</b>	<b>FRANCHISE COST OVERVIEW</b>	<b>13</b>
<b>MENU</b>	<b>5</b>	<b>FREQUENTLY ASKED QUESTIONS</b>	<b>14</b>



## ABOUT

Growing up in Australia, we were surrounded by fresh and delicious food that was easy to grab on the go. Essentially it was ‘fast food’ that wasn’t processed, pre-frozen or prepared in a microwave. I wanted to bring that to Canada after I moved here and thought burgers were a perfect way to showcase that ‘fast’ and ‘fresh’ approach to food.

Each GBC burger is made from Canadian farm-raised beef that’s been aged a for a minimum of 30 days. We prepare all our own sauces and use the freshest local ingredients. Our commitment to high quality doesn’t end there, that’s why at GBC we use 100% biodegradable and recyclable packaging.

I’m very proud of the quality of the food at every Gourmet Burger Co. and know that after you’ve tried a GBC burger you won’t look at fast food the same way again!

John Ward  
Founder, Gourmet Burger Co.

## CONCEPT

Gourmet Burger Co.® is the answer to the void in the market created between fast food and restaurant quality meals. We create fresh delicious food that's affordable and satisfying.

It all begins with our four handmade burgers, all made in house: beef, chicken, lamb & vegetarian.

7 different complimentary sauces and 8 complimentary toppings give customers thousands of different combinations at no additional charge. Additionally, 11 premium toppings are available at a cost of \$1 each

Environmentally conscious consumers delight in our 100% biodegradable and recyclable packaging, which allows them to feel good about all aspects of their meal. A recent UK study determined that fast food packaging is one of the greatest sources of environmental waste. Providing customers with 100% biodegradable and recyclable packaging will prove to be highly appealing over the long term as we are an innovator in the market place with this concept.

Modern, stylish interiors grounded in classic design principals create the look of an upscale establishment while remaining inviting and comfortable. The look of our stores is easily reproducible and they are designed to maximize efficiency and profitability.





## OPPORTUNITY

If a recent Technomic report is any indication, The Gourmet Burger trend is here to stay.

According to the foodservice industry consultancy firm, consumers are relying now more than ever on restaurants to provide value in hamburgers through what it calls “premiumization.”

The report—which was based on more than 2,250 online surveys of U.S. and Canadian consumers—claims, “burgers are one of the hottest trends on today’s dining scene.” Of those surveyed, 91 percent said they eat a burger at least once a month and 44 percent said they consume burgers at least once a week.

## MARKET

The fast-food industry in Canada generates over \$12 billions a year. The ability to enter and succeed in this market is based on providing consumers with an alternative that is more 'attractive' than the existing options based on image, taste and quality.

GBC has seen 100% franchise growth over the last few years with the public becoming more aware of the food they consume and the options available to them Gourmet Burger Co is perfectly positioned to take advantage of this. GBC is poised for expansive sales and franchise growth in the coming years.

GBC® is perfectly positioned to penetrate the Canadian fast-food market by providing an affordable food option that is high quality and considerably better tasting than competing brands.



## GOURMET BURGER CO.

GBC® is a highly profitable business for many reasons. The retail concept was designed specifically to work in smaller locations, which reduces rent, overhead, staffing and insurance costs. The menu price points are accessible for customers but still provide high margins for the operator. Additionally, the buying power that comes from aligning yourself with a large organization ensures that you get the lowest prices on your purchases, lowering your costs and increasing your profits.



## OPERATION

A typical GBC store is open from 11:30am until 9:00pm seven days a week. We recognize, of course, that some locations will have hours that differ based on the clientele and their needs.

Our custom-designed POS system allows you to effortlessly track sales and help manage all facets of your business. Full training in all aspects of the business coupled with ongoing support ensures your long-term success

## MENU

At Gourmet Burger Co.® we pride ourselves on the quality of our food. All of our burgers are hand made and seasoned specifically to maximize their taste. In addition to our basic burgers, we also have a line of signature burgers that offer our customers both value and a taste experience that's unforgettable. Most notably the 'Aussie' burger has been the focus of much media attention as it is a fresh twist on a North American classic.

Our hand cut French fries are made from premium russet potatoes and double blanched in non hydrogenated trans fat free canola oil. Sweet potato fries, onion rings and salads are also available as sides to our burgers – all at the same price. We also have hand spun traditional style milkshakes made with premium ice cream for the ultimate gourmet experience.

## **THE GBC EXPERIENCE**

### **The Beef –**

We start with 100% Canadian farm raised beef, which means no fillers, eggs or breadcrumbs just 100% AAA chuck, the reason we use chuck because it has that perfect blend of flavor and fat content.

### **The Bun –**

A custom made bun made just for GBC, with no preservatives or artificial flavourings, delivered daily which insures a delicious soft and fresh bun.

### **The Produce –**

We receive fresh produce delivered three times a week to our stores, all produce is prepared at each store to ensure the freshest product possible.

### **The Fries –**

Premium Russet potatoes, hand cut daily, double blanched in non hydrogenated trans fat vegetable oil, which gives our fries a soft buttery texture inside and a golden crispy exterior.

### **The Salads –**

We use only mixed organic greens for our delicious crispy salads, all topped with a variety of premium toppings.

### **The Shakes –**

Premium Canadian Ice cream, hand spun with rich chocolate and strawberry syrups with whole chunks of real strawberries.





## **THE GBC EXPERIENCE**

---

### **The Onion Rings –**

Double dipped in real Ale draft beer batter, thick cut Vidalia onions, give them a crispy beer flavoured exterior and a sweet and soft oniony bite.

### **The Sweet Potato Fries –**

Choice grade sweet potatoes cut to plant style and tossed in a special coating which give these sweet fries a crispy exterior and a mouth watering soft interior.

### **The Poutine -**

We only use traditional Quebec cheese curds, and top it with own in house made 16 hour slow roasted beef gravy seasoned with a light hint of fresh rosemary, which gives our poutine a rich beefy flavour and that squeaky crunch you only get from using a premium Quebec cheese curd.

### **The Cheeses –**

We use only Canadian fresh cheeses, never processed cheeses, which ensures the highest quality and taste.

### **Our Beverages –**

We decided at the outset to use only canned or bottled beverages instead of fountain pop as these products are fare superior in taste, quality, and consistency.

### **The Packaging –**

We believe in being ahead of the trend that's why we use only 100% bio-degradable or compostable packaging where possible we want to make a difference to the environment.

## PRODUCT INNOVATION

As a progressive and fast growing franchise we strive to stay ahead of the trends while still maintaining high profit margins.

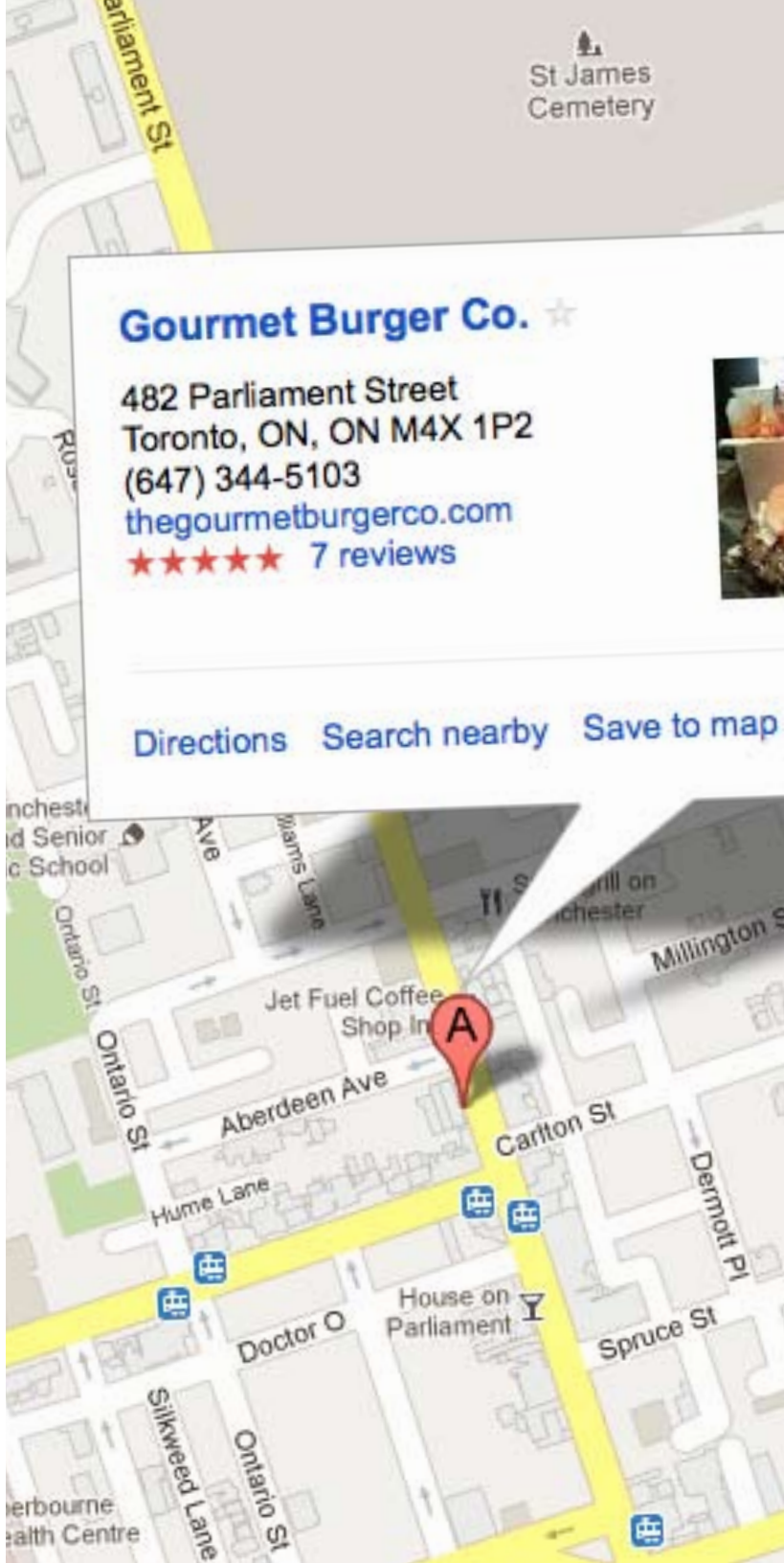
That's why at Gourmet Burger Co. we are always developing new delicious menu items like our Homemade Ice Cream Sandwich, the Pulled Pork Burger tossed in a Rickards Apple Butter Mesquite BBQ sauce, and our popular Beer Battered Haddock Burger served with a homemade dill lemon tartar sauce, all of which were designed with low food costs in mind.

# **PULLED PORK BURGER**

**IN A RICKARDS RED APPLE BUTTER MESQUITE BBQ SAUCE**



**GBC** GOURMET  
BURGER CO.



## FRANCHISE CRITERIA

At GBC we have strict criteria for the placement of new Gourmet Burger Co franchises. We focus on cities with a minimum population of 80,000 people, major roads with high traffic visibility, busy local neighbourhoods with exceptional lunch and dinner trade, high foot traffic, large transit hubs and major retail plazas with AAA anchor tenants.

We work closely with all prospective GBC franchisees to develop a site location plan to assist you in finding the right location to maximize your ROI.

## PROCESS

---

### **Application**

After your request for franchising information, you will be contacted by our Vice President of Franchising who will arrange for you to meet with us in our Toronto head office.

### **Meeting:**

You'll meet with us in person to review your application, discuss your business plan, and evaluate the 'fit' for both parties.

### **Approval**

At this point if both the Franchisee and Franchisor mutually agree it is a good fit you will receive our Disclosure Documents. You have 14 days to reviews the documents with your lawyer.

### **Final approval & Franchise agreement:**

The final step of the process, is once you are approved you will sign the franchise agreement and site location will begin

### **Support:**

GBC provides assistance to our franchisees from start to finish. We'll help you with site selection, lease negotiation, acquiring financing, construction, store opening, training, marketing, and ongoing support.





## Why Start a GBC Franchise?

Why choose a Gourmet Burger Co. franchise? At GBC we decided from the beginning that a franchise should be a partnership, we want all our franchises to be successful and make money, so we came up with a multi-tier approach to franchising:

### **1. Master Lease -**

Although GBC head office holds the master lease, as the franchisee you pay the monthly rent directly to the landlord, we do not add any fees or increase your rent, we disclose from the outset the original lease and your exact monthly payments.

### **2. GBC Store -**

A complete turnkey GBC store is one of the least expensive builds in the QSR industry. We do this by employing highly qualified contractors and by negotiating fair agreements for equipment. Unlike other franchise systems, our profit margins are only 3%-5% from the construction and equipment packages supplied to a GBC franchisee. Other franchisor systems make up 40% profit on their builds.

## Why Start a GBC Franchise?

### 3. Buying Power -

Large scale buying power enables GBC to receive some of the lowest pricing on food, packaging and dry goods possible. Then, we pass the savings on to you. We continually negotiate directly with suppliers to get the lowest prices for our franchisees.

### 4. Food Quality & Control -

When we opened our very first store in 2008 we made a decision to distance the GBC brand from other burger franchises who served processed, frozen sub-par products. Food-prep such as cutting and blanching fries, slicing cheeses, cutting tomatoes, and sauteeing mushrooms and onions is done in-store, which gives our franchisees control over their prep lists, labour and food costs. This helps in two ways, firstly it keeps the quality of the end product high because fresh always tastes better and secondly it saves money because processed, frozen or pre-cut product costs approximately 30% more than if you do it yourself.

As a GBC franchisee you are a part of a business that cares about serving high quality food while maintaining the lowest possible costs which is the true formula for a successful business.





## Franchise Cost Overview

<b>Franchise Fee:</b>	\$25,000.00
<b>Royalty Fee:</b>	6% of gross sales
<b>Advertising Fee:</b>	2% of gross sales
<b>Turnkey Site Build*:</b>	\$295,000
<b>Training:</b>	3 weeks in the corporate store 1 week in store training

## Frequently Asked Questions

---

### **What will the return be on my investment?**

The profitability of any location will depend on a number of factors such as:

Sales, location, operating costs, financing terms, your ability to manage and control your business.

### **What sites are available in my area?**

Site availability is variable. We will work with you to find a site that meets our criteria and yours in order to maximize the profitability of your store.

### **How do I get financing?**

GBC does not offer financing, but we work closely with all major financial institutions we can recommend highly trained professionals who can assist you in the process. We will also provide any documentation that is required to assist you.

### **Can a franchisee own more than one store?**

Yes, as long as they can prove they have the financial and managerial ability to do so.

### **Can I sell my franchise?**

Yes, subject to approval from GBC Head office.  
A transfer fee will apply.



**GOURMET BURGER CO.**

843 Kipling Ave

Etobicoke, Ontario, M8Z 5G9.

Tel - 416 234 2916

Toll free - 1 877 875 4117

Fax - 416 234 8216

[www.thegourmetburgerco.com](http://www.thegourmetburgerco.com)