

FRANCHISE PARTNER INFORMATION PACK





Burgers Made Good.

Grill'd has a simple mission – *to make burgers good*. We want our burgers to taste good and do you good.

We challenge the idea of burgers being low in nutritional value and high in fat. This means we make burgers the old-fashioned way, not the mass-produced, fast food way. Our burgers are proper meals, not rubbery snacks that dissolve in seconds.

They're made from wholesome ingredients and packed with vitamins & minerals, that's why we say 'Healthy Burgers'.

"The best burgers in Victoria or Australia or the World". – The Age, Good Weekend



YOUR LOCAL HEALTHY BURGER EXPERT.



As Aesop is to skincare, Apple is to technology, Grill'd is to burgers.

We believe Grill'd should stand out on the street & in shopping centres from all the mass-produced, soul-less places that have no character and serve food of questionable quality.

When you walk into your local Grill'd it should feel real & authentic. It should be interesting, inspiring and fun. And you should know you'll receive a delicious, healthy meal.

The Grill'd Experience consists of 3 key parts: an amazing healthy burger, brilliant service from fun & friendly staff, and great restaurant ambience.



Aesop.



Apple

We are to burgers...

As Nudie Jeans Co is to denim.

As Aēsop is to skincare.

As T2 is to tea.

As Apple is to technology.





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WE BELIEVE IN SUPPORTING THOSE WHO
SUPPORT US, WHICH IS WHY MUCH OF WHAT
YOU EAT AT GRILL'D IS SOURCED FROM
LOCAL, FAMILY-RUN BUSINESSES.
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Healthy Burgers.

We're committed to providing our guests with the tastiest healthy burgers going around, ensuring that we source only the highest quality, premium ingredients from local suppliers.

We use 100% grass fed lean beef & lamb. Our beef, chicken & lamb are free from all added hormones & antibiotics.

Our burgers, salads & Steak sandwiches are made to order, as are our legendary thick cut chips cooked in cholesterol free oil, sprinkled with our signature Grill'd herb mix.

We also offer a range of soft drinks, craft beer & wine to complement every meal.

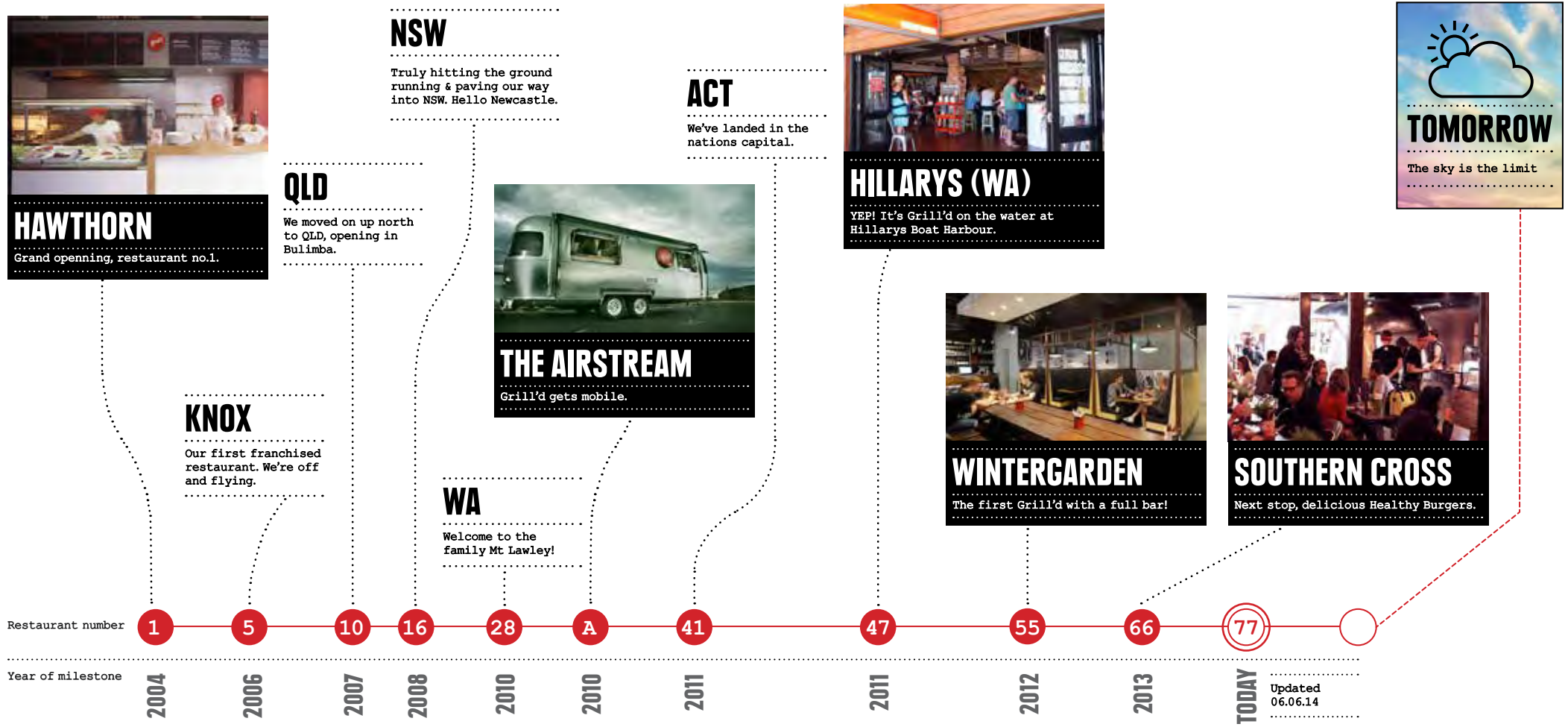


100 + Restaurants Nationally.

In 10 years, under the guidance of Simon Crowe, Grill 'd has proven to establish operations in a variety of retail formats (strip sites, CBD & suburban) in Melbourne, Sydney, Perth, Brisbane, Gold Coast, Sunshine Coast, regional Queensland, Newcastle, Bendigo and now Adelaide.

Our growth has been strategically planned and controlled. Approximately half of the restaurants are company owned and operated. The other half, particularly in regional areas, are franchised. Every restaurant is committed to delivering the Grill'd Experience.

Positive community / media endorsement and profit generation continues to drive growth.









A REBEL WITH A CAUSE. A BRAND THAT LEADS INSTEAD OF FOLLOWS. A BRAND LIKE NO OTHER IN AUSTRALIA.

We place great importance on building the Grill'd brand.

Here's a selection of our initiatives:

LOCAL MARKETING

Every restaurant actively engages with its local community, building relationships with local groups, including school, sporting clubs and not-for-profit organisations.

AIRSTREAM

Our mobile burger van the 'Grill'd Airstream' tours the country, representing our brand and serving up our amazing burgers at music festivals and health and lifestyle events.

DIGITAL

With an active social network of fans across Facebook (100,000+), Twitter and Instagram, and a database of 100,000+ contacts – our fan base continues to grow and engage online.





We think we do a good job. It's nice other people think so too.

BRW / GE Capital Mid-Market Awards (2013), Overall award winner.

We were extremely proud to win the GE Capital award for excellence at The BRW / GE Capital Mid-Market Awards 2013. These prestigious awards celebrate Australia's most successful mid-market businesses.

Ernst & Young Entrepreneur of the Year (2012),
Southern Region Services Category Winner.

Ernst & Young's Entrepreneur Of The Year is considered the world's most prestigious business awards. Simon Crowe was nominated alongside a host of other exceptional business people.

BRW Fast Franchise (2008 - 2013)

Grill'd is a BRW Fast Franchise company for the fifth consecutive year. In 2013 we were ranked 11th on the list in terms of revenue growth. The BRW Fast Franchise list ranks franchises according to their annual turnover growth over three years.

Australian Retailer of the Year (2011)

We're proud of our five year association with Movember and were thrilled that our 2010 campaign was awarded 'Most Successful Retail Marketing Campaign' at the Australian Retailer of the Year Awards 2011, presented by BRW & AMP Capital Shopping Centres. Thanks to MoBros and everyone at Grill'd who made our 2010 Movember campaign our best ever!

Australian Retailer of the Year (2010)

From the Australian Retail Association.
Category Winner: Cafes, Restaurants and Takeaways

Emerging Franchisor of the Year (2009 & 2010)

From the Franchise Council of Australia. We're proud to have received this prestigious award for two years running for 'excellence in franchising practice by an emerging franchise system that has been franchising its brand for between two and five years'.



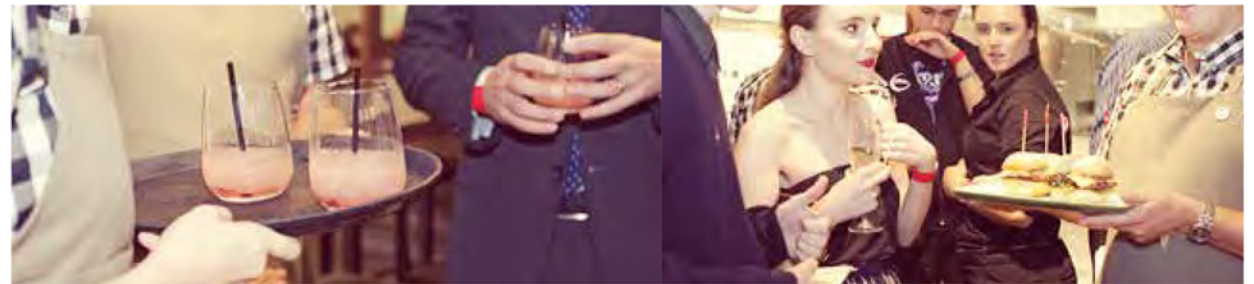
THE INVESTMENT

Total investment cost:
\$555,590 - \$885,700 (exc GST)

This cost includes working capital and the one-off Franchise Fee.

Note that the funds required vary from restaurant to restaurant, dependant on factors such as restaurant size and condition of the site.

Ongoing costs:
Royalty 9% of sales
Marketing 2% levy of sales





Thanks!

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