



FRANCHISE2015
OPPORTUNITIES

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If you have any questions or comments, please contact Fatburger Franchising:

ATTN: Franchise Development

**Fatburger North America Inc.
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**E-mail: fatfranchises@fatburger.com
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www.fatburger.com/franchise

**PUT A FATBURGER IN YOUR LIFE.
IT'S A GOOD-TASTING BUSINESS.**

**WHY DID WE NAME OURSELVES
FATBURGER?**



Hamburgers are a winning item. Americans alone consume 5.2 billion hamburgers each year. When visiting any restaurant facility, customers order burgers nearly 20 % of the time and the market is growing! Fatburger's aggressive growth plan affords a wonderful opportunity for any entrepreneur with a vision. With Fatburger, you will be joining a rapidly expanding market for freshly prepared food and quality service.

At Fatburger, we are proud to say that word of mouth marketing – and a little creative advertising – have filled our restaurants for more than half a century. Demographically, our appeal is limitless. Our customers come from every walk of life - mirroring the diversity of each community in which we are located. Teenagers, singles, families with children, senior citizens - basically people from all income levels and ethnic backgrounds love a great hamburger. Our customers tell their family, friends and associates about the homemade taste, spotless surroundings, friendly atmosphere and courteous service they experience at Fatburger restaurants.

That's what makes us, "The Last Great Hamburger Stand."



Los Angeles in 1952 was a city of dreamers. The fabulous fifties were underway and the air was ripe with opportunity. The city was growing, and its people had to eat. Lovie Yancey, a woman of vision and uncommon character, had her own extraordinary dream - to make the world's greatest hamburgers. So, with a little luck and a lot of personality, she created something unique - the thickest, juiciest hamburgers anyone had ever seen. She decided right then that there could only be one name for them - Fatburger's - because it perfectly described their massive size.

Today Fatburger's are just as thick and delicious as they have always been. Our fans know, that when they order a Fatburger, they're going to get that same great tasting burger that Lovie poured her heart and soul into way back in 1952. With more than 60 years of experience, we know a thing or two about food and what makes eating out fun.

Our stores are always clean, always bright and always playing great music. If there was anything Lovie loved more than making great hamburgers, it was her many musician friends who hung around her stand, ordering burgers late into the night, jotting down songs at the counter, or grabbing a shake before heading back to the studio for another jam session.

Today, that tradition continues. Maybe you've heard about the late-night talk show hosts, sports icons, and pop-stars who've made Fatburger their hangout of choice. Or maybe you've seen Fatburger on TV, or in a big Hollywood movie. It's all part of the Fatburger legacy. With your own Fatburger franchise - opportunity is still as bright as the California sunshine and as big as Lovie Yancey's smile.



FATBURGER | THE LAST GREAT HAMBURGER STAND



FATBURGER | THE LAST GREAT HAMBURGER STAND

**TALK ABOUT FRESH.
FRESH NEVER FROZEN.**

**FRANCHISE
SUPPORT**

AT FATBURGER, IT'S ALL ABOUT THE BURGER.



We only use the freshest & highest quality ingredients. Every Fatburger is made with 100% USDA pure lean beef (higher grade beef than any of our competitors) topped with fresh, crisp lettuce, juicy, red tomatoes, and hand-chopped onions. In select markets, we offer alternatives to our beef product.

Our cheese, chili, and other add-ons are always of the finest quality, and reflect our commitment to excellence. Good food takes time; everything we serve is made to order.

Every morning we make our homemade onion rings by hand. Our famous shakes use only hand-scooped, real, ice cream; our delicious french fries are always served hot and golden brown. Fatburger enjoys legendary status because we are dedicated to perfection.

Fatburger is consistently voted Best Burger year after year. Our formula is easy: keep it simple and fresh. From Los Angeles to New Jersey, Las Vegas to Vancouver, Beijing to Dubai, if it's not the absolute best - it's not a Fatburger.



FATBURGER | THE LAST GREAT HAMBURGER STAND



When you join the Fatburger family, you receive the support of an organization committed to success. You also benefit from the experience of a professional management team and a well-thought-out plan to help get your store(s) up and running quickly.



Fatburger CEO Andy Wiederhorn and President Don Berchtold

FATBURGER | THE LAST GREAT HAMBURGER STAND



OUR MENU BIG. JUICY. TASTY.

OUR BURGER BUILD NOW THAT'S A FATBURGER.

In a world of processed and prepackaged foods – Fatburger’s expert staff takes pride in serving only the best in fresh and wholesome ingredients.

THE FATBURGER

Bun
Mayo
Lettuce
Tomato
Pickles
Onions
Relish
Mustard
Patty
Bun



	À LA CARTE	MEAL
MEDIUM 1/3 lb.*	\$5.50	\$10.50
LARGE 1/2 lb.*	\$6.50	\$11.50
XXL 1 lb.*	\$8.50	\$13.50
XXXL 1.5 lb.*	\$10.50	\$15.50

*Not weight before cooking

ADD-ONS

- Egg \$1.00
- Bacon \$1.00
- Cheese \$1.00
- Chili \$1.00
- Mushrooms \$1.00
- Guacamole \$1.00

\$6.50 | \$11.50

Chicken Sandwich

Grilled • Crispy • Cajun

\$5.75 | \$10.75

Turkeyburger

\$5.75 | \$10.75

Veggieburger

UPON REQUEST

- A1. Steak Sauce
- BBQ Sauce
- Ranch Dressing
- Thousand Island
- Grilled Onions
- Yellow Peppers
- Jalapeños

Make it a Meal

Add fries and a drink to any Fatburger or sandwich.

BUFFALO'S™ SAUCY FATBURGERS & SANDWICHES

ADD-ONS: Egg \$1.00, Bacon \$1.00, Cheese \$1.00, Chili \$1.00, Mushrooms \$1.00, Guacamole \$1.00

UPON REQUEST: A1. Steak Sauce, BBQ Sauce, Ranch Dressing, Thousand Island, Grilled Onions, Yellow Peppers, Jalapeños

Make it a Meal

Add fries and a drink to any Fatburger or sandwich.

SIDES & MORE

Fat Fries \$2.75, Skinny Fries \$2.75, Chili Fries \$4.25, Chili Cheese Fries \$5.25, Homemade Onion Rings \$4.00, Chili Cup \$3.00

Hot Dog \$4.00, Chili Dog \$5.00, Crispy Chicken Wrap \$6.25, Bacon & Egg Sandwich \$3.75, Egg Sandwich \$2.75

MILKSHAKES & DRINKS

Real Ice Cream Milkshakes: Strawberry \$4.50, Vanilla \$4.50, Chocolate \$4.50, Maui-Banana \$4.50, Cookies & Ice Cream \$4.50

Fresh Lemonade, Iced Tea & Sodas: Medium \$2.25, Large \$2.50, Bottled Water \$2.00, Milk \$2.00

Modelo \$4.00, Corona \$4.00, Heineken \$4.00, Bud Light \$3.00

COMING SOON

WHAT DO YOU WANT ON YOUR FATBURGER?



- BUN
- MAYO
- LETTUCE
- TOMATO
- PICKLES
- ONIONS
- RELISH
- MUSTARD
- PATTY
- BUN

- EGG
- BACON
- CHEESE
- CHILI
- MUSHROOMS
- GUACAMOLE

* Menu sample from Beverly Hills
** Offerings/Pricing vary by location



FATBURGER | THE LAST GREAT HAMBURGER STAND



FATBURGER | THE LAST GREAT HAMBURGER STAND

FATBURGER IN THE NEWS HOT OFF THE PRESS

Below is a taste of some of the press Fatburger receives. These posters are created and updated on a regular basis and are available for your restaurant trade dress. We can even customize them for your store - using your own press coverage you receive.

Getting good press is easy with Fatburger; providing these kinds of marketing materials is just one of many ways that Fatburger management supports its franchisees.



FATBURGER | THE LAST GREAT HAMBURGER STAND



FATBURGER | THE LAST GREAT HAMBURGER STAND

ARCHITECTURE AND DESIGN FUTURE OF FATBURGER

Fatburger provides architectural and design assistance to each franchisee. As part of this assistance we furnish prototypical plans. To assure the highest quality design and construction, we require that you use our approved architect, kitchen designer and signage company. Fatburger also provides design guidelines, signage specifications and other materials to assist you in building your store.



ARCHITECTURE AND DESIGN FUTURE OF FATBURGER



MUSCAT, OMAN



KARACHI, PAKISTAN



ERBIL, IRAQ



GALLERIA MALL, SAUDI ARABIA



TUNIS, TUNISIA



JASSEM TOWER, KUWAIT



MANAMA, BAHRAIN

ARCHITECTURE AND DESIGN FUTURE OF FATBURGER



CHULA VISTA, CA



JAKARTA, INDONESIA



MALAYSIA



BEIJING, CHINA



LOS ANGELES, CALIFORNIA



LOS ANGELES, CALIFORNIA

As a franchisee, you receive guidance in the design and layout of your restaurant. We specify the equipment needs for each location (e.g. freezers, fryers, grills, etc.) and provide guidance in the selection of contractors and vendors.



Operational Support

Each franchisee is assigned a Fatburger Franchise Consultant. Fatburger Franchise Consultants are available at all times to support franchisees, assure consistency of the Fatburger brand and to assist franchisees in all areas of operations including financial analysis, marketing promotions and vendor selection.



DON BERCHTOLD, PRESIDENT at PMG TEST KITCHEN

Purchasing

As a multi-unit chain, Fatburger has opportunities to negotiate prices on behalf of the brand – affording franchisees more competitive prices. We provide guidance and specifications of approved products (i.e. food and paper), as well as assist in locating vendors for each franchisee. This process helps franchisees to ensure quality, consistency and cost-effectiveness throughout the brand.

Training

Proper training is essential for maintaining the consistency and integrity of a Fatburger restaurant. Fatburger sets rigorous standards for staff development. We conduct a detailed and focused training program for your key personnel at a designated training unit. This in-depth training continues through the opening of your restaurant. You will receive thorough instruction in Restaurant Operations, Restaurant Management, Safety and Health, Local Store Marketing, Real Estate Selection and Business Development.

Marketing

Following the development of your new site, Fatburger's New Store Opening Guide will assist you in planning your store opening. You can rest assured that our team will be there to make sure your opening is a successful one. A handy Local Store Marketing Guide full of great promotional ideas and instructions for building store traffic is also available to you.



BEVERLY HILLS, CALIFORNIA

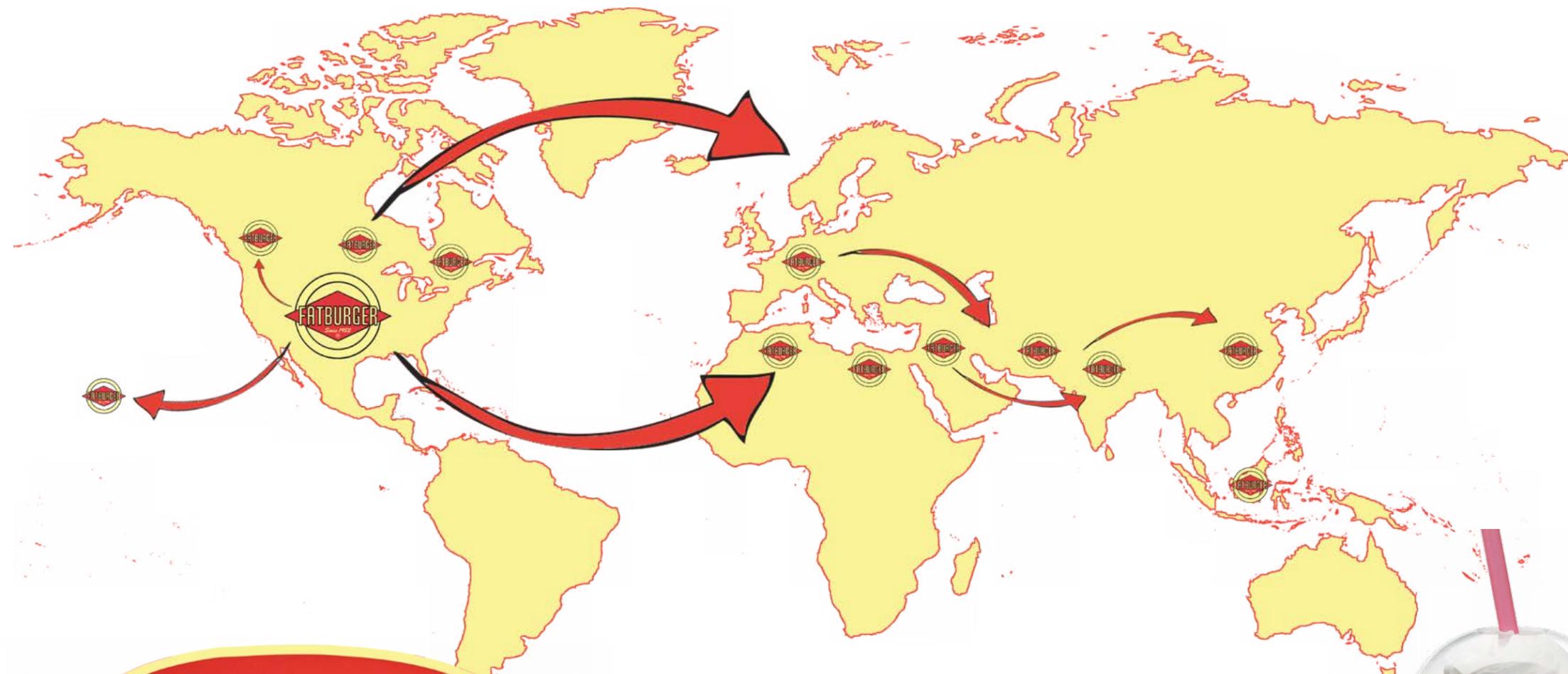


NEW YORK, NEW YORK



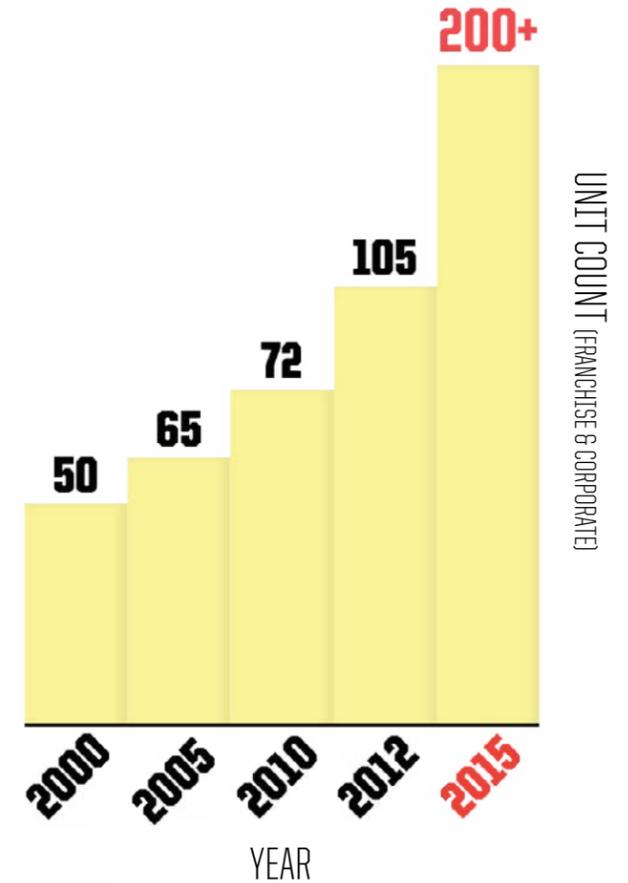
Fatburger is actively expanding across the U.S.A. with markets still available for development.

FATBURGER INTERNATIONAL GROWTH



"WE ARE EXCITED ABOUT THE TREMENDOUS GROWTH OPPORTUNITIES. WE WANT TO GROW WITHIN THE SYSTEM AND BUILD OUR FRANCHISE BASE WITH BOTH DOMESTIC AND INTERNATIONAL LOCATIONS"

- RAYNARD LEDFORD, BEVERLY HILLS FRANCHISEE

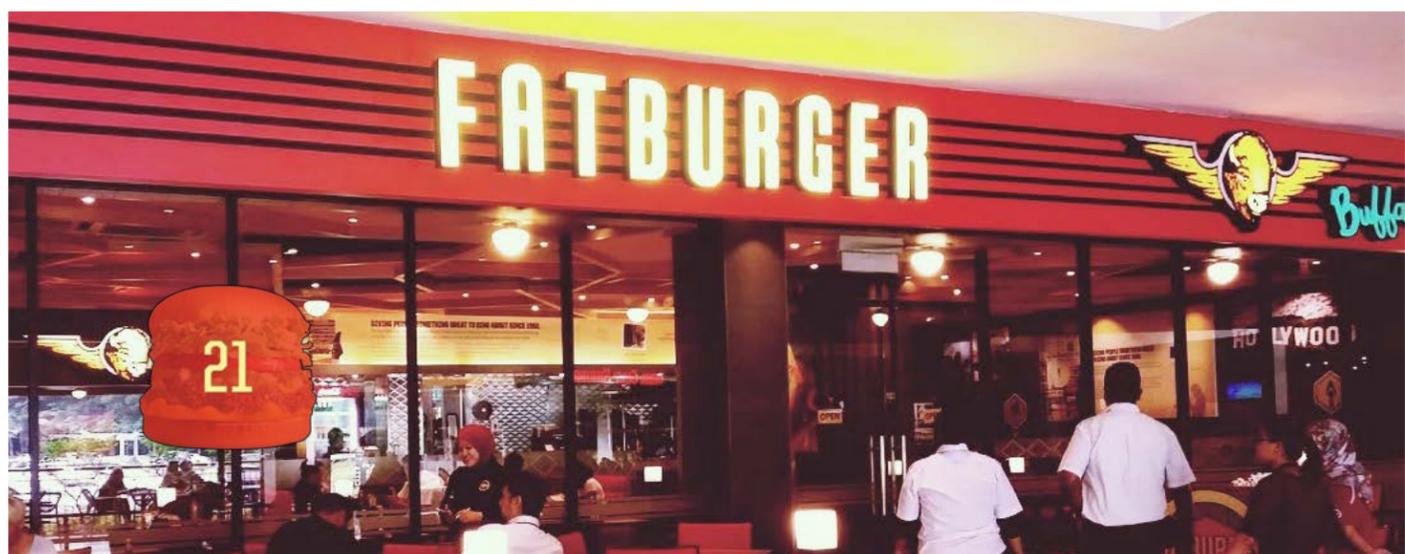


175+ UNITS
IN
25+ COUNTRIES
ON
5 CONTINENTS

"PEOPLE WORLDWIDE LOVE AMERICAN FOOD. HAMBURGERS AND CHICKEN, SHAKES AND FRIES. WE HAVE FOUND GLOBAL SUCCESS THROUGH MULTI-UNIT EXPANSION, FURTHERING THE FATBURGER FOOTPRINT AND ALLOWING BETTER SUPPORT SYSTEMS TO PROVIDE OUR WORLD FAMOUS MENU OFFERINGS AND ENSURE THAT OUR CUSTOMER, ANYWHERE IN THE WORLD, HAS THE SAME MEMORABLE EXPERIENCE THAT KEEPS THEM COMING BACK.

- ANDREW WIEDERHORN, CEO

FATBURGER INTERNATIONAL GROWTH



FATBURGER DEVELOPMENT MODELS

1. TRADITIONAL FATBURGER
2. FULL SERVICE FATBURGER
3. FATBURGER KIOSK
4. CO-BRAND FATBURGER | BUFFALO'S

WE OFFER MANY UNIQUE DEVELOPMENT MODELS TO OUR FRANCHISEES. EACH LOCATION VARIES AND FLEXIBILITY ALLOWS OUR FRANCHISEES TO DEVELOP THE RIGHT MODEL SUITABLE TO THEIR MARKET TO HELP ENSURE SUCCESS.



HOW DO YOU WANT YOUR
FATBURGER (RESTAURANT)?

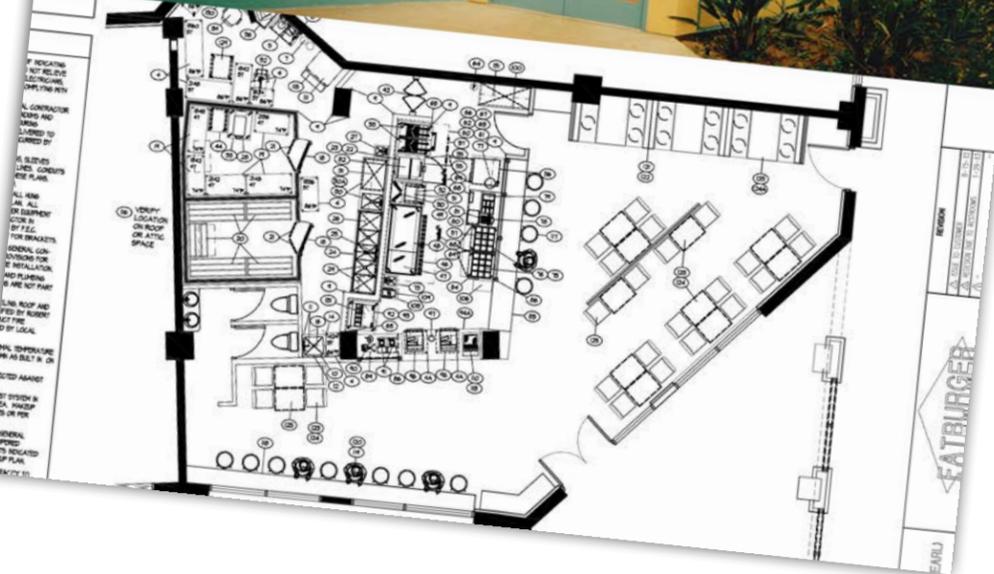
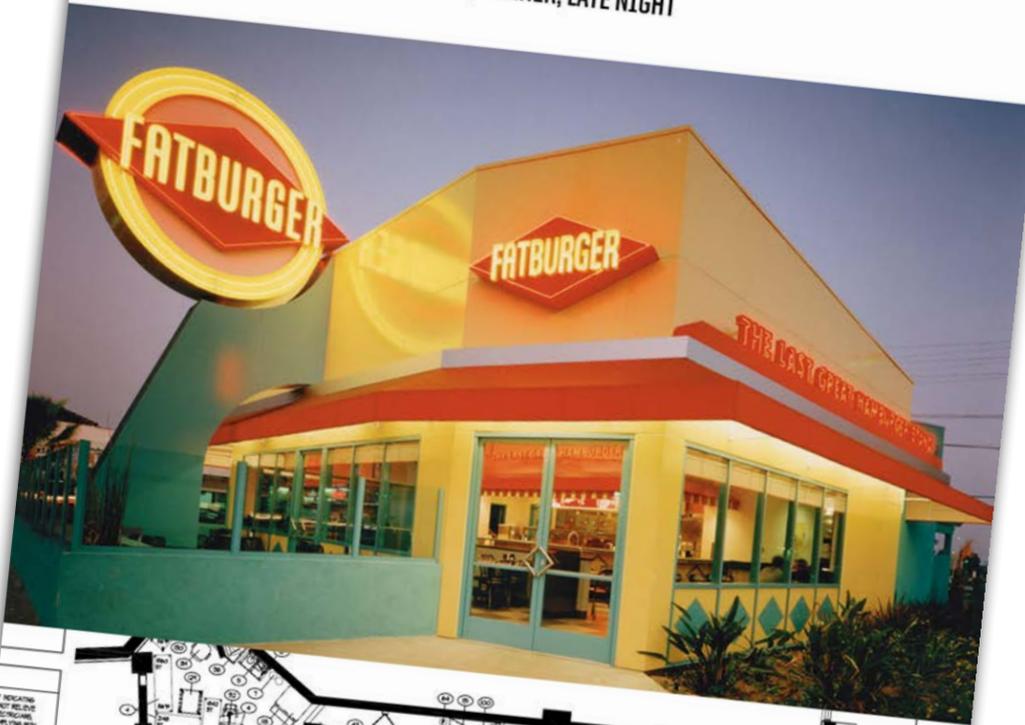
TRADITIONAL FATBURGER DEVELOPMENT MODEL

FULL SERVICE FATBURGER DEVELOPMENT MODEL

1. TRADITIONAL FATBURGER



1500-2300 SQ. FT.
FREE STANDING, INLINE, END CAP LOCATIONS
40-50 SEATS PLUS PATIO SEATS (ON OUTSIDE PATIO OR DECK)
DRIVE-THRU, BAR (OPTIONAL), DELIVERY (OPTIONAL)
FAST CASUAL BREAKFAST, LUNCH, DINNER, LATE NIGHT



2. FULL SERVICE FATBURGER



2500-4500 SQ. FT.
FREE STANDING, INLINE, END CAP LOCATIONS
100-150 SEATS PLUS 30-50 PATIO SEATS (ON OUTSIDE PATIO OR DECK)
TABLE SERVICE, BAR (OPTIONAL) DELIVERY (OPTIONAL)
FULL SERVICE BREAKFAST, LUNCH, DINNER, LATE NIGHT

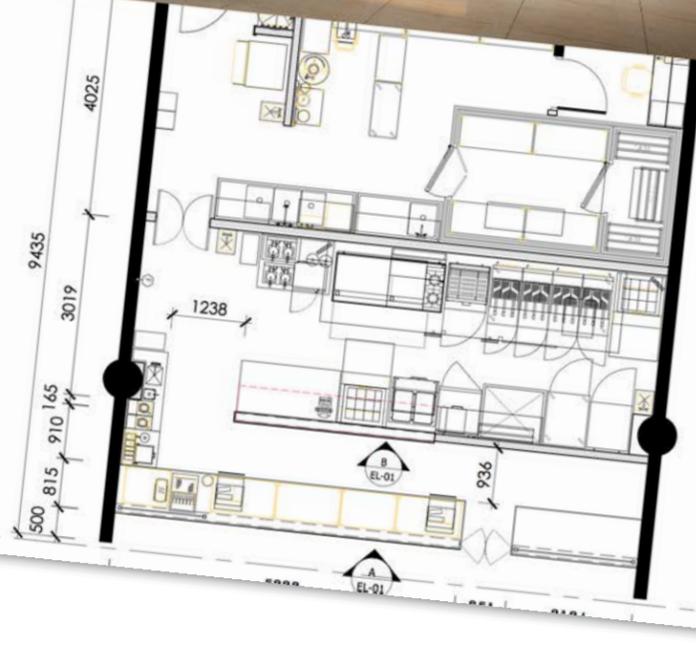


FATBURGER KIOSK DEVELOPMENT MODEL

FATBURGER | BUFFALO'S EXPRESS CO-BRAND DEVELOPMENT MODEL

3. FATBURGER KIOSK

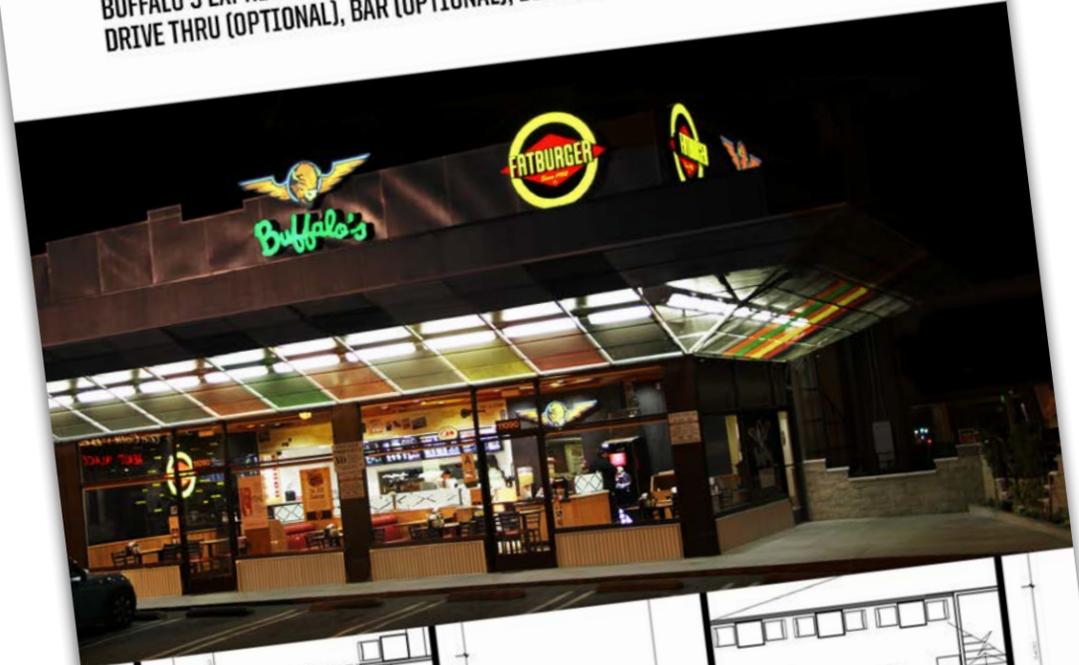
800-1000 SQ. FT.
FOOD COURT AND KIOSK LOCATIONS
COMMUNAL FOOD COURT SEATING
FAST CASUAL BREAKFAST, LUNCH, DINNER, LATE NIGHT



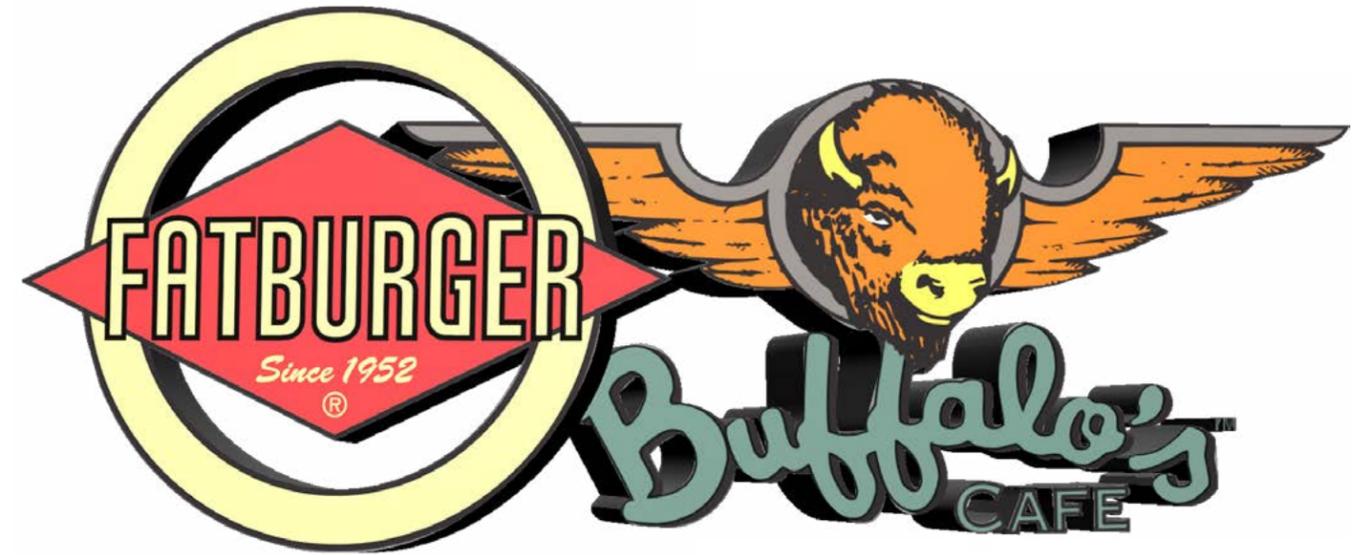
4. CO-BRAND FATBURGER | BUFFALO'S



800-2300 SQ. FT.
FREE STANDING, INLINE, END CAP LOCATIONS
SERVE BOTH FATBURGER AND BUFFALO'S EXPRESS MENU ITEMS
SHARED KITCHEN AND LABOR, BENEFIT FROM TWO
COMPLIMENTARY FOOD GROUPS, SERVE BOTH FATBURGER AND
BUFFALO'S EXPRESS MENU ITEMS
DRIVE THRU (OPTIONAL), BAR (OPTIONAL), DELIVERY (OPTIONAL)



Fatburger hamburger patties are available nationwide across all USA Walmart locations. Now Fatburger fans anywhere in the USA can prepare and savor their favorite Fatburger hamburgers at home.



Increase revenue with co-branded Fatburger Buffalo's locations. When you franchise with Fatburger or Buffalo's you can have the flexibility of co-branding locations with two complimentary restaurants that enjoy great brand equity.

Burgers and wings make a great combination and our expert management team has developed co-branding opportunities that operate just as smooth as a single fast casual restaurant. Benefit from serving two different customer demographics at every meal. To learn more about dual branded franchise development opportunities with Fatburger and Buffalo's contact our Franchise Development Department today.

ATTN: Franchise Development
 Fatburger North America Inc.
 9606 Santa Monica Blvd., Penthouse
 Beverly Hills, CA 90210-4421
 E-mail: fatfranchises@fatburger.com
 Tel: +1 (310) 402 - 0606
 web: www.fatburger.com/franchise



Here are some important details that every franchisee should know.

FINANCIAL REQUIREMENTS

- Net Worth: \$1,500,000.00
- Liquidity: \$500,000.00
- For multi-unit deals, must meet all FCCR and capital requirements
- Financial resources to support the business with debt/equity when necessary
- Ability to develop additional restaurants (if required)

PERSONAL/PROFESSIONAL BACKGROUND

- Excellent personal/professional and financial references
- Clear credit and criminal background checks
- Leadership standing in the community through participation with civic organizations

BUSINESS STYLE

- Understands the “business of running the business”
- Sound business management skills
- Mid-level entrepreneur spirit
- Demonstrates leadership skills
- Ability to manage and direct human resources under a proven system
- Has an understanding of how to develop leadership skills on his/her team
- Demonstrates a strong work ethic and a high level of integrity
- Customer focused and responsive to customer needs
- Possesses a strong decision-making ability
- Effective communication skills
- Ability to follow directions
- Has a passion and enthusiasm for the business
- Interested in working in a fast-paced and highly charged industry
- Possesses a drive and desire to succeed

NAME OF FRANCHISOR:	Fatburger North America, Inc.
DESCRIPTION OF BUSINESS:	Fast casual, take-out and dine-in hamburger restaurant.
DISTINCTIVE FEATURES:	Freshly prepared, cooked-to-order food. Food prepared in full view of customers on an open grill. Large portions and distinctive seasonings.
SIGNATURE PRODUCTS:	Fatburger hamburgers, turkeyburgers, and veggieburgers served with a wide assortment of fresh condiments; chili; chili dogs; steak fries; fresh-cut onion rings; real hand-scooped ice cream shakes.
YEAR FOUNDED:	1952
FRANCHISING SINCE:	1990
COMPANY-OWNED UNITS:	3*
FRANCHISED UNITS:	175+*
GEOGRAPHIC DISTRIBUTION:	United States: Arizona; California; Colorado; Maryland; Michigan; Nevada; New Jersey; New York; Washington; Washington, D.C.** Outside United States: Bahrain, Canada, China, Macao, Egypt, Indonesia, Kurdistan (Erbil), Kuwait, Lebanon, Oman, Kenya, Saudi Arabia, United Arab Emirates, Tunisia, Malaysia, India, Libya**, Algeria**, Morocco**, United Kingdom**, Australia**, Singapore**, Vietnam**, The Philippines**, Senegal**, South Africa**, Russia**, Mexico**, Central America & South America**.
IDEAL SPACE:	1,500-2,300 square feet. The optimal size depends on climate, space configuration, clientele and economics. Food court or kiosk locations may be as small as 800-1,000 square feet.
DOMESTIC FRANCHISE FEE:	Varies by region, market size and development term
INTERNATIONAL FRANCHISE FEE:	Varies by region, market size, and development term
ROYALTY FEE:	6% of gross sales
ADVERTISING FEE:	Fatburger restaurants presently must contribute up to 2% of gross sales to the international marketing budget. Restaurants must also spend at least 2% of gross sales on local marketing.
CONTACT:	ATTN: Franchise Development Fatburger North America Inc. 9606 Santa Monica BLVD., Penthouse Beverly Hills, CA 90210-4421 E-mail: fatfranchises@fatburger.com Tel: +1 (310) 402-0606
VISIT OUR WEBSITE AT:	www.fatburger.com

* Store count as of 9/01/2014 ** Planned or currently under construction

BUSINESS PLAN FOR PROPOSED FRANCHISEE

POTENTIAL SITE CRITERIA

One key decision criteria in Fatburger franchise approval is a review of the preliminary business plan. We are looking for your thoughts to get a sense of your operating philosophy and capital investment plans.

COMPANY OVERVIEW

- Legal name
- Legal form of company (Sole proprietorship/General or limited liability, etc.)
- Address, phone number, and e-mail of corporate headquarters
- Summary of proposed franchise opportunity or business

MANAGEMENT TEAM/BUSINESS PARTNER

- Detailed background and job description for each business partner, investor, and management team member, along with additional staffing projected over the first five years
- Your plan should include who will be responsible for the following: Day-to-day operations, Real Estate and Construction, Financing, Marketing

MARKET ANALYSIS AND DEVELOPMENT PLAN

- Brief summary of your proposed marketplace
- General overview—growth of industry and commerce, etc.
- Population growth rate
- Review of the competition—number and location of units; sales; projected growth; pricing
- Risks. Briefly discuss the business risks that your company will have to deal with as it begins to expand in the proposed marketplace, along with the real estate and construction issues
- Describe your five-year development schedule
- Identify primary trade areas
- Identify potential sites for the initial two-year period
- Identify the economic and political overviews of your market

MARKETING

- Briefly summarize the promotional tactics that you plan to use, in conjunction with DMA requirements, to introduce Fatburger in the proposed markets
- Explain your brand development strategy
- Describe your promotional tactics
- Explain how you intend to address pricing and positioning issues

TRAINING REQUIREMENTS

- Identify operating principal and multi-unit Manager (if applicable) who will attend the Franchisee Training Program
- Identify and/or select other individuals who will need to attend the Franchisee Training Program
- Develop a plan for implementing a training system for training additional staff

FINANCIAL PLAN

- Outline projected capital requirements for the first year along with anticipated additional investments required for the following four years and plans for funding new development. This will also include:

Debt/Equity structure, Lenders, Length of terms, Equity partners and terms of equity investment*

*Applies to any stakeholder possessing 10% or more of the business ownership.

Here are some qualifications we look for when our expert team assists in targeting potential locations.

DEMOGRAPHICS

(Based on actual data)

	1 Mile	3 Mile	5 Mile
Households	9,400	67,500	165,000
Population	21,500	172,500	437,000
Daytime employment	17,600	115,000	292,100
Household income med	57,000	57,000	56,000
Per capita income	32,000	31,000	30,000
H/H income average	73,500	77,500	77,000
H/H size (approx.)	1.8-3.2	2.0-3.1	2.1-3.2
Average age	30-40	30-40	30-40
Median age	30-40	30-40	30-40
Household growth	1-18%	2-13%	2-14%
Education: college+	36%	35%	35%

ACCESS

- Easy access
- Signaled entry and intersection
- Two to three curb cuts to center
- Entry from two streets, in both directions
- Left turn unobstructed

IDEAL SPACE

- 1,500-2,300 square feet in high density-markets (Other sizes considered based on site-specific factors)
- Minimum seating capacity: 40-50 + patio
- Food court locations: 800-1,500 square feet.

ACTIVITY GENERATORS

- Going home traffic side
- Easily accessible for lunchtime traffic (pedestrian and automobile)
- High-frequency specialty retail such as Staples, Target, Home Depot, Costco, etc.
- High-traffic storefront urban corridors with convenient parking
- High-density daytime population (preferably white collar) augmented by retail employees
- Retail/entertainment centers/town centers
- Amusements/attractions/museums/clubs/bars/casinos
- High-density residential population
- Universities/hospitals
- “Mega” bookstore
- Health clubs Average Daily Traffic

AVERAGE DAILY TRAFFIC

- 35,000+

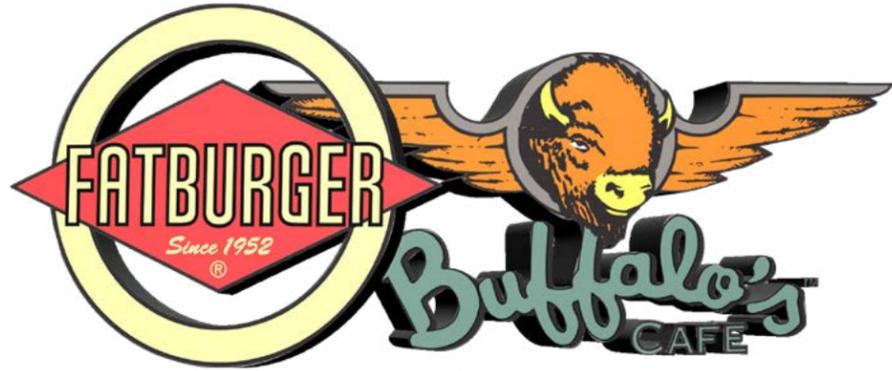
LEASE TERMS

- 5-year minimum with four 5-year options
- Fixed rates preferred
- See letter of intent

VISIBILITY

- Site and signage must be highly visible from street and/or traffic generators
- Visibility of in-store signage is important
- Ideally visible at least 500 feet from two directions
- Monument and/or pylon signage







WWW.FATBURGER.COM