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fast food  
**franchise**

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*New York Burger Company is comitted to engineering the perfect burger. A burger that not only satisfies your craving but is healthy to your body.*



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# Revolutionary Fare



America is awash in a food and lifestyle revolution. More regard is being given to the role nutrition plays in overall health and wellness. Natural-food focused products and grocers are amassing market share at a swift pace, while sushi, chopped salads, and smoothies are becoming dietary staples. Healthy living magazines are crowding the racks, and people are even tuning in to food, with epicurean television programming spawning chef-celebrities. Food had invaded our collective consciousness on nearly every level.

We are becoming more discerning about what we ingest. Additives, preservatives, dyes, hormones, and other questionable processing practices are becoming less and less tolerated. In 2006 alone, natural and organic food sales topped \$17 billion, and that number is only expected to climb. **People want real food.**

Natural-food focused products and grocers are amassing market share at a swift pace.



# Use the Best, Create the Best

It's hard to believe you can improve upon a classic, but that's just what we've done, and people are noticing...

- Voted Best Burger in NYC by AOL City Guide, 2005 and 2007
- Voted Best Onion Rings in NYC by GQ, 2005
- Lauded by editors in local and national consumer and trade publications, including *The Daily News*, *The New York Post*, *Time Out New York*, *New York Magazine*, *The Village Voice*, *Crain's New York Business*, *Organic Style*, *Nation's Restaurant News*, *QSR Magazine*, *Chain Leader* and others.

The truth is, when you use the best ingredients, the food shines and the customers return. **New York Burger Co.** has been committed, since day one, to producing premium quality quick meals made from the finest all natural ingredients, including using expeller-pressed zero trans-fat soybean oil for frying long before trans fats were taboo.



# 3 Advantages That Will 86 the Competition

The market is crowded with competitors vying for customers' dollars. Yet, **New York Burger Co.** has topped city-wide food surveys again and again, being identified as the best of the bunch. What sets us apart and makes us a memorable experience worth repeating?

## Our first advantage is our quality.

"We don't claim to be health food. It's still a burger and fries, after all. But, if you're going to eat a burger, it may as well be a better, tastier, healthier one. There's no artificial anything in our food," says co-owner Madeline Poley.

Chef-created recipes, back-to-basics food preparation, and an open, viewable kitchen make the **New York Burger Co.** experience unlike that of a typical "burger joint". Every **New York Burger Co.** restaurant:

- Uses all natural, Niman Ranch beef.
- Cooks each meal to order in full view of customers.
- Cuts fries and onion rings daily, and fries them in soybean oil.
- Freshly presses all burgers daily and serves them on fresh brioche-style buns.
- Offers culinary-quality, homemade salad dressings, dipping sauces, condiments and ketchup, and all natural beef and turkey chili.
- Serves free-range chicken breast sandwiches and salads, a bar with assorted quality toppings, all natural turkey burgers, and original recipe Mediterranean veggie burgers.
- Makes real fruit smoothies with seasonal fresh fruit and shakes with low-fat ice cream
- Is committed to providing an impressive customer experience from entrance to exit.

## Our second advantage is our broad appeal.

Apparently, premium quality and good value are universal. Spend a day in one of our stores and see who stops by. You will be hard-pressed to pigeonhole our "typical" customer, since our fans span all socio-economic indicators. College students on a budget, professionals on the clock, retirees with a book, guys with buddies, women with girlfriends, parents with children, locals on the run, and tourists with time to linger all enjoy meals in our restaurant daily. The great-tasting, food of **New York Burger Co.** transcends typical customer categorization, creating ample opportunities for success in many geographic markets.

## Our third advantage is our management.

Not only do **New York Burger Co.** founders Madeline Poley and Sprios Zisimatos have entrepreneurial vision, they have the hard-won experience of veteran city restaurateurs who have led more than one groundbreaking food concept to success.

Madeline Poley, a passionate gourmand fanatical about food quality, launched the famous SoHo Charcuterie and Restaurant in the 70's. Quick to become a hot-spot for celebrities and food-minded locals alike, Poley was credited by the New York Times as introducing a new American cuisine and took part in the establishment of SoHo as a hip NYC neighborhood. After enjoying more than 12 years of success in her shop, Poley shifted into a role as a restaurant and catering consultant, where her path eventually crossed with her future business partner, Spiros Zisimatos.

Emigrating from Greece in the early '70's, Spiros Zisimatos worked his way through Queens College in local restaurants. The excitement of the food service business infected him, and in 1981 he opened Speedy's in the Herald Square area of NYC. Next, in 1988, he opened Diner on the Square, in the same neighborhood, to satisfy midtown Manhattan's yen for a classic diner. In 1997, he turned his attention to the burger. His interest in improving upon the original led him to Madeline Poley, who assisted him with the introduction of American Burger & Co, which just recently closed after a long run.

Their collaboration underscored an aspiration Poley and Zisimatos shared: to create the best tasting burger using premium ingredients, and to do it affordably and on a large scale.

Now, having successfully operated the first two **New York Burger Co.** locations for nearly two years, while continuously improving upon the recipes and menus, Poley and Zisimatos are ready to catapult their concept into the world of franchising.

# Our Brand Comes First

**We believe in our brand.** Maintaining its integrity is critical to our success and longevity. Therefore, to ensure the highest degree of consistency, quality, and service, each **New York Burger Co.** franchise will be required to obtain most goods, services, supplies, materials, fixtures, furnishings, equipment (including computer hardware and software) and other products used from our designated and approved suppliers. Additionally, 2% of each store’s gross revenue will be contributed to a Brand Fund which will finance the development and implementation of system-wide marketing, advertising, and public relations activities for the purpose of promoting **New York Burger Co.** to the world-at-large.



**We are committed to your success.** To give every **New York Burger Co.** franchisee all the tools necessary to succeed, we have developed an extensive training program, including an initial 3-day orientation, 15-days of in-store training, and a potential 3-day advanced training session after 90 days of operation. We cover all topics relevant to your success as a **New York Burger Co.** operator, including food preparation, operations, marketing, accounting, hiring policies and procedures, cost management and customer relations.

## Franchisees and Area Developers

**New York Burger Co.** reserves the right to evaluate applicants and grant franchise licenses at our discretion. There is no required minimum number of stores to operate unless you sign an area development agreement, in which case you agree to open at least three franchises in your area.

**New York Burger Co.** restaurants typically range in size from 2,200 – 3,500 square feet. However, we are willing to evaluate non-traditional sites to determine suitability. The estimated start-up cost of a traditional location ranges from \$539,475 to \$784,525.

Be a part of the  
burger revolution!



## Join the Next Generation

The days of low grade, mechanically-pressed hamburger patties languishing for hours beneath heat lamps are quickly coming to a close. Good riddance! People want real food that’s fresh, delicious, convenient and affordable. And **New York Burger Co.** is heeding the call. Join us today and be part of the revolution. **New York Burger Co.** – we ARE the next generation of fast food.