



"Hamburgers is all we do"

FRANCHISE OPPORTUNITIES

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The story

Classic Burger Joint sizzled its way in Beirut after the long flaming pursuit of the perfect burger. Driven by gusto, the Lebanese founders of Classic Burger Joint (equipped with over 25 years of experience) travelled the world tasting famous burgers that had the power to captivate taste buds. Seeing what worked and what didn't, they ate their way to burger enlightenment.

Enthusiastic to share the ultimate burger sensation with others, they decided that Beirut needed a wakeup call. It needed real classic burgers that adults with gourmet taste and a love for quality could appreciate. With this goal grilling their motivation, they opened the first branch in the heart of Beirut. This restaurant is the first and only proper burger joint in Lebanon. More than burgers, Classic Burger Joint offers an experience that brings upbeat, chic and trendy New York to any burger addict.

Prime quality beef and ultra fresh potatoes and buns put quality at the foundation of our brand. Classic in everything that we do, we only serve burgers with their essential fries. Created by burger lovers for burger lovers craving the best gourmet burger experience, we are all about what we do. Simple, bold, and direct, even our name reflects the over-all attitude that defines us:



"Hamburgers is all we do"

Classic Burger Joint's creation marks the start of real burger history starting in Lebanon and now going around the world. After all, you can't go wrong when you bite into our classic temptation. Not long after its second anniversary, Classic opened 6 branches. A few years later, Classic Burger Joint is now a successful franchise spreading in the Middle East, the Gulf and Cyprus, aiming to open 100 stores by 2020.

Aiming to open 100 stores by 2020



CLASSIC 2015
www.cbj.me

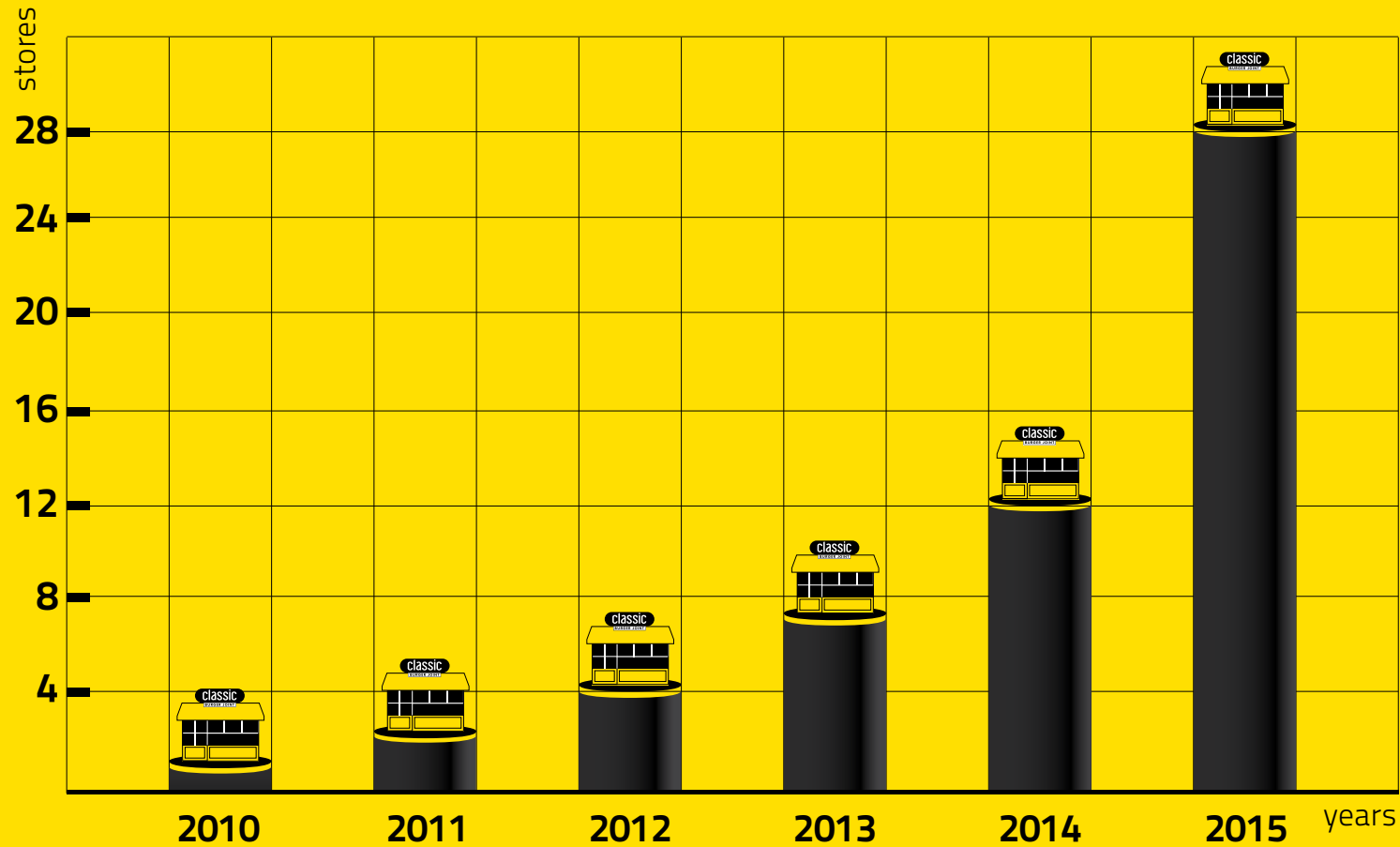
FRANCHISE PROSPECTUS

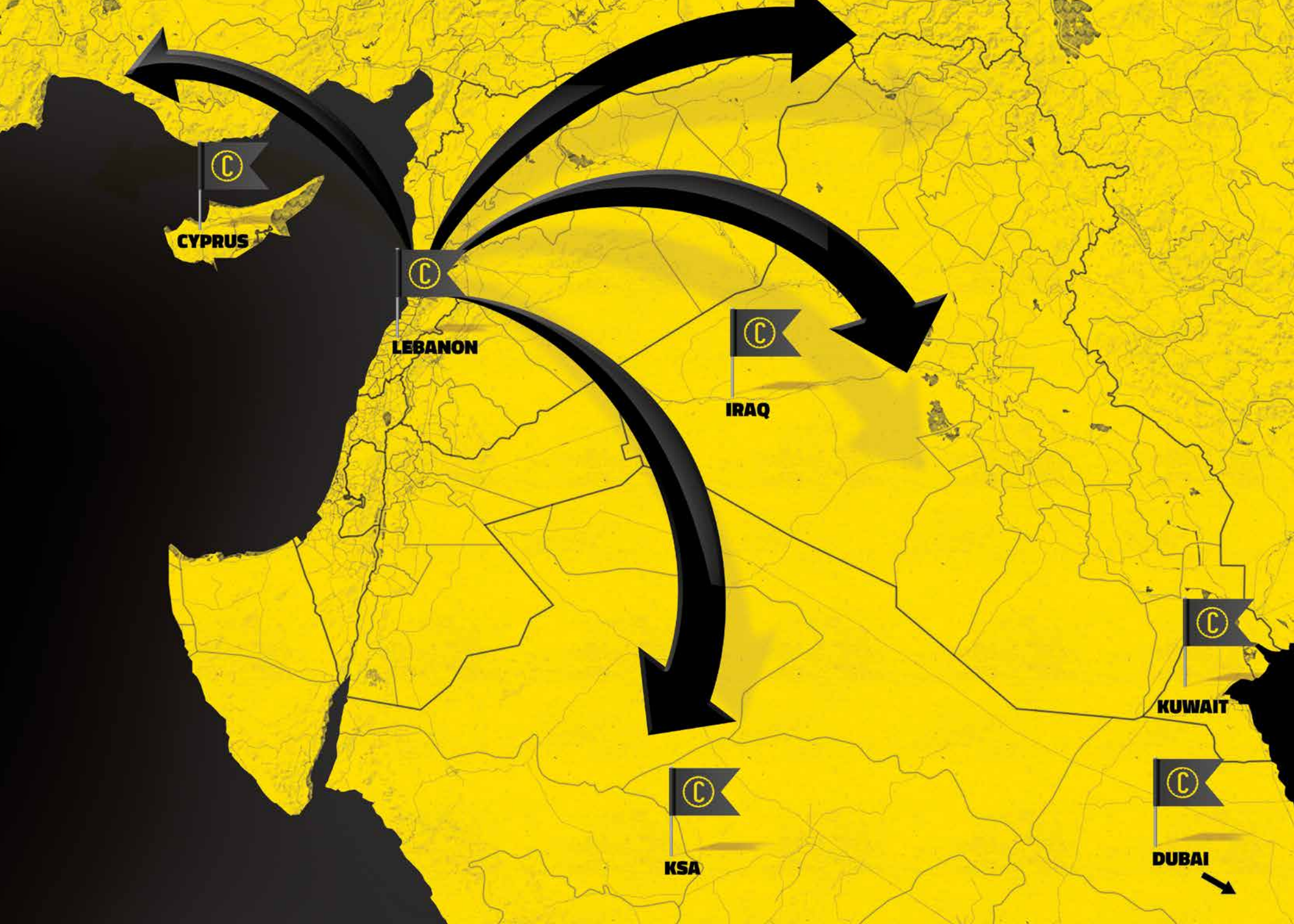
★A burger joint is a restaurant where hamburgers are honored for their tradition and taste. They are the core item on the menu and the only one! Burger joints have the obligation to serve burgers as a balanced and healthy meal, far from the low-priced, fast-food burger chains meals. This is the place to be for burger connoisseurs.



Traditional stores

Development growth chart





CYPRUS

LEBANON

IRAQ

KUWAIT

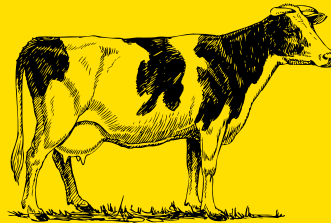
KSA

DUBAI

The secret
ingredients
to our
successful
recipe



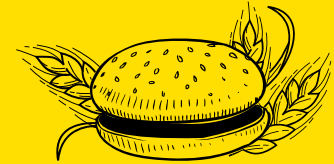
*Australian
Angus*
GRAIN FED
BEEF PATTY



PEANUT
OIL



We fry our potatoes with
purified and filtered
100% natural peanut oil



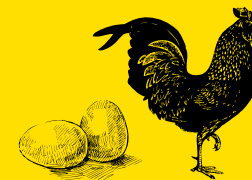
FRESHLY
BAKED BUNS

Topped with sunflower,
sesame, cotton and flax
seeds with oat and bran

FRESH
VEGETABLES



*from farm
to table*



ORGANIC
EGGS
& FRESH CHICKEN

CHARCOAL
GRILLS



Different outlet models



MALL



SEASONAL SHOP



MOBILE UNIT



BEACH FRONT



STREET SHOP

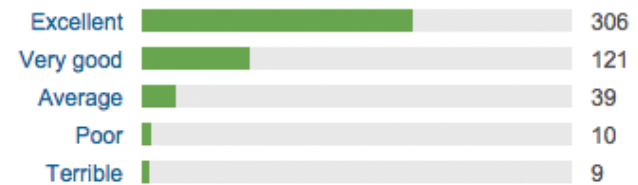


STAND ALONE

The reviews



TripAdvisor Reviewer Highlights

Visitor rating



Rating summary

Food 
Value 

Service 
Atmosphere 

IN CLASSIC BURGER'S WAKE OTHERS HAVE FOLLOWED,
PERHAPS BUOYED BY THE REALIZATION THAT SOMETHING
SO SIMPLE COULD PROVE TO BE SO POPULAR. MAGAZINES
& BLOGGERS HAVE CAUGHT ON, BEGINNING SEARCHES FOR
"THE PERFECT BURGER."



**MEET LEBANON'S CLASSIC
BURGER JOINT, WHICH IS
EXACTLY AS ADVERTISED.
"HAMBURGERS IS ALL WE DO"
IS ITS AWKWARD BUT
CHARMING MOTTO. AND WHILE
GRILLED CHICKEN SNEAKS
ONTO THE MENU, CLASSIC
BURGERS ARE THE STARS.**



**AWARDED THE CERTIFICATE
OF EXCELLENCE BY
TRIPADVISOR**

*"Great location,
excellent service,
wonderful experience!"*

"Yummy!"

**" THAT'S THE
UNANIMOUS VERDICT
WE REACHED ON THIS,
THE LATEST ADDITION TO
THE BURGER MARKET "**



**"MOST DAYS THERE IS
A QUEUE OUTSIDE
THE RESTAURANT,
*the best reference
any eatery can have.*"**

LEBANON OPPORTUNITIES

★BURGERS★

All our burgers are served with homemade fresh skin on fries and a side salad.
You can ask to replace the regular bun with a brown one. Upgrade your coleslaw to side green salad
Our fries are cooked with 100% non allergenic natural peanut oil

★ OUR SPECIALS ★ OUR LIGHTS

CLASSIC®

150 grs of charcoal grilled 100% australian angus grain fed beef patty with iceberg lettuce, tomato, homemade pickles and classic sauce

CLASSIC CHEESE

The classic with double cheddar cheese
Replace your cheddar cheese with aged cheddar

SWISS'N'MUSHROOM

150 grs of charcoal grilled 100% australian angus grain fed beef patty smothered with rich mushroom sauce, classic sauce, iceberg lettuce, fresh mushrooms and melted swiss cheese

CLASSIC MOZZARELLA

The classic topped with a breaded mozzarella patty

CLASSIC CHICKEN MOZZARELLA

Charcoal grilled marinated chicken breast topped with a breaded mozzarella patty, iceberg lettuce, tomato, homemade pickles and aioli sauce

THE MEXICAN

150 grs of charcoal grilled 100% australian angus grain fed beef patty with spicy spread, grilled red onions, sweet green pepper, iceberg lettuce, tomato, cheddar cheese and tangy jalapeños
Replace your cheddar cheese with aged cheddar

BBQ - BACON

150 grs of charcoal grilled 100% australian angus grain fed beef patty with classic barbecue sauce, mayo, iceberg lettuce, grilled red onions, crispy pork bacon, aged cheddar cheese and homemade pickles

GRILLED CHICKEN

Charcoal grilled marinated chicken breast, aioli sauce, iceberg lettuce, tomato and homemade pickles

HONEY MUSTARD CHICKEN

Charcoal grilled marinated chicken breast, swiss cheese, sweet honey mustard, mayo, homemade pickles and iceberg lettuce



THE QUINOA

Quinoa patty, thousand island and classic sauce, iceberg lettuce, tomato and homemade pickles

★ THE ORIGINAL JUCY LUCY

An explosive taste with cheese "inside" the patty, with iceberg lettuce, homemade pickles, tomato and classic sauce

★ THE LEBANESE

150 grs of charcoal grilled 100% australian angus grain fed beef patty with ketchup, homemade pickles, iceberg lettuce, coleslaw, tomato and fries

★ THE BLUES

150 grs of charcoal grilled 100% australian angus grain fed beef patty with blue cheese spread, iceberg lettuce, homemade pickles and tomato

☛ CLASSIC LIGHT

150 grs of charcoal grilled 100% australian angus grain fed beef patty in brown bun with iceberg lettuce, tomato, homemade pickles and light classic sauce, served with a side green salad

☛ THE PROTEIN

Bun-free burger with your choice of marinated grilled chicken breast or the australian angus grain fed beef patty with iceberg lettuce, homemade pickles and tomato served with a side salad and a cup of classic sauce

☛ LIGHT GRILLED CHICKEN

Charcoal grilled marinated chicken breast in a brown bun with iceberg lettuce, tomato, homemade pickles and light classic sauce, served with a side green salad

★FREE EXTRAS★

GRILLED RED ONION
GRILLED PEPPERS
HOMEMADE PICKLESFREE

★EXTRAS★

GRILLED MUSHROOM
CHOICE OF CHEESE
SWISS/CHEDDAR/AMERICAN
PORK BACON (2 SLICES)
MOZZARELLA PATTY
ORGANIC EGG
GRILLED CHICKEN BREAST
BLUE CHEESE CUP
MELTED CHEDDAR CHEESE CUP
FRIES PLATE

★ SIDES ★

CLASSIC MOZZARELLA BITS (5pc)
CLASSIC CHICKEN STRIPS (6pc)
CAESAR SALAD
GREEN SALAD

★ BEVERAGES ★

FRESH ORANGE JUICE
SODAS - PEPSI / MIRINDA / 7UP / DIET
WATER BOTTLE 33CL
SPARKLING WATER
ICE TEA (FREE REFILL)
LOCAL BEER
WINE BY THE GLASS

★ HOT BEVERAGES ★

WHITE COFFEE
ESPRESSO
GREEN TEA

★ DESSERTS ★

CLASSIC CHOCOLATE CAKE
ICE CREAM (ASK OUR WAITER FOR OUR SELECTION AND PRICES)

GRILLING BURGERS IN YOUR BACKYARD!

FIND OUT MORE ABOUT HOW TO PARTY, CBJ STYLE!
Call 03BURGER or email catering@cbj.me

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Our skin-on fries have added preservatives and are not frozen. They are freshly cut everyday and fried in 100% natural peanut oil.



A WELL-MADE
BURGER IS
FAST FOOD,
IS A GOURMET
CLASSIC.



Follow us

Why **Classic Burger Joint?**

CBJ Built Out Cost vs Profitability (ROI)

➤ **Yearly Average Unit Volume: \$1,000,000**

➤ **Average Net Profit from Operations: 25%**

➤ **Total Investment: \$300 K**

➤ **ROI is 1.5 years**



THE CLASSIC RECIPE FOR SUCCESS

Food

- Proprietary patty recipe
- Secret spice mix
- Proprietary daily baked buns

Operation

- Meticulous operational control
- Interactive customer feedback
- Well seasoned team

Experience

- Unique level of freshness
- Friendly atmosphere
- Great value



Opening support

Pre-opening

- Operational, Management and Development Training
- Assistance with site selection
- Assistance with store design and layout
- Product sourcing
- Marketing and Launch Programs
- On site staff training at opening

Post-opening

- Regular visits to provide an opportunity for review, analysis, advice and guidance
- Continual programs of Research and Development
- Marketing initiatives to keep the message fresh
- Newsletters that will give recognition, motivation and information on all new developments and successes
- Group meetings that will bring Franchisees together to exchange ideas and further business development
- Business coaching and mentoring to help keep business on track



Franchise **opportunities**

➤ SINGLE UNIT FRANCHISE

➤ MULTI UNIT FRANCHISE

➤ AREA DEVELOPMENT FRANCHISE

➤ JOINT VENTURE

➤ AREA REPRESENTATIVE
OR DEVELOPMENT AGENT

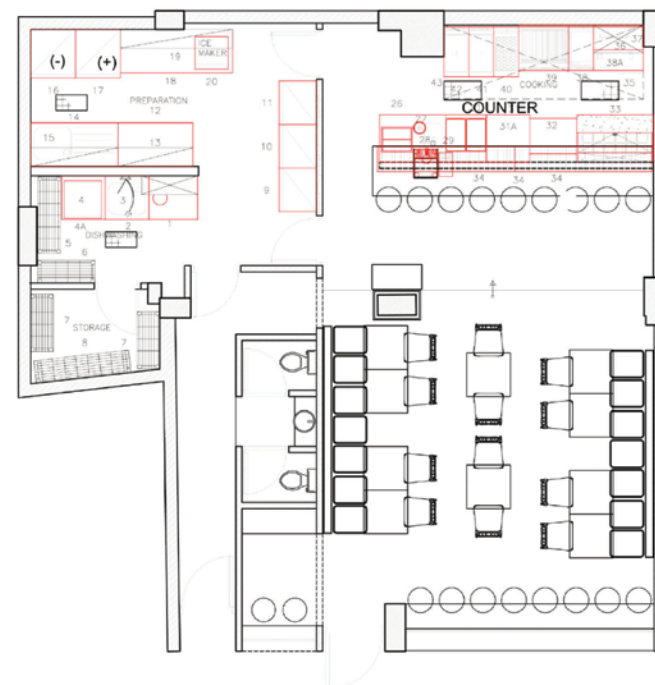
Build out cost estimates

Low & high

	Low Investment USD	High Investment USD
Leasehold Improvements		
Contracting & Fit Out	140,000	180,000
Fixes Furniture & Equipment		
Kitchen equipment	50,000	70,000
Kitchen small wares	8,000	10,000
Dining room furniture	12,000	30,000
Menu/Menu boards	2,000	5,000
Utilities deposit	1,500	1,500
Main signage, artwork and décor	8,000	20,000
Security system	4,000	4,000
Audio-visual systems	2,000	2,000
Cash register/Point of sale	4,000	4,000
Phone system	1,500	1,500
Landscaping	2,000	2,000
Professional Services		
Architect & Engineering	10,000	12,000
MEP	5,000	5,000
Total Investment	250,000	350,000

Classic Burger Joint's **typical average size:**

1,000 sq ft



Next steps

Step 1: Initial Inquiry

- Submit basic contact information
- Initial telephone contact

Step 2: Qualifications

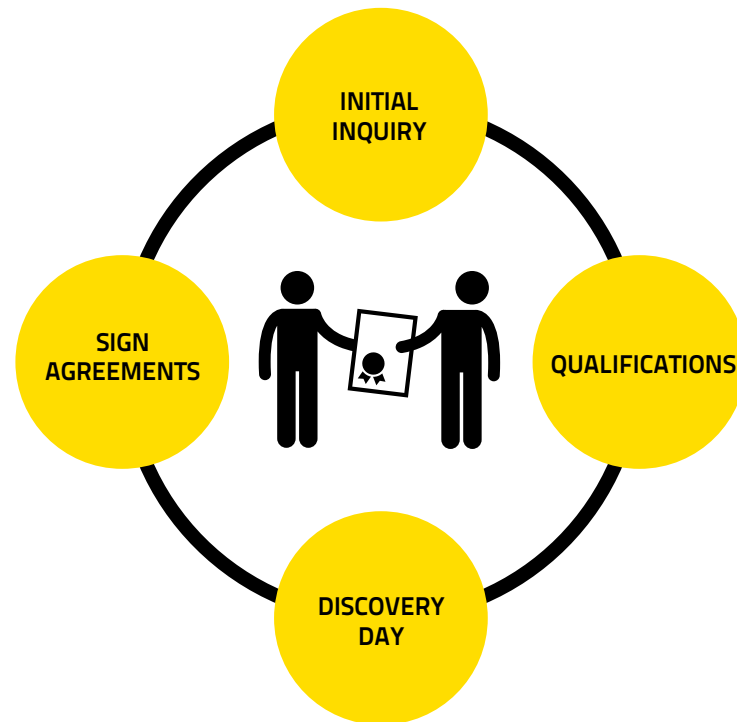
- Receive Know Your Client (KYC) inquiry forms
- Share important DATA-Rich Documents
- Run a professional Due Diligence

Step 3: Discovery Day

- Franchisor Headquarter Discovery Day: tour restaurants, meet Franchisor team, learn more about the opportunity
- Share & sign the Reservation Agreement
- Study carefully the proposed Business Plan

Step 4: Sign Agreements

- Discuss commercial terms and review legal documents
- Formalize and execute the Franchise Agreement
- Payment of Initial Franchise Fees



*We're the proudest
employees in town!*

*Join a
Winning Team*



If you're interested in being part of our growing family and would like to get further information about franchising opportunities in your area of interest, please fill up the application online at:

<http://classicburgerjoint.com/franchise.php>

CONTACT INFO

franchise@cbj.me

CONNECT WITH US!

Website

www.classicburgerjoint.com

Facebook

<http://www.facebook.com/ClassicBurgerJoint>

Twitter

<http://twitter.com/CLASSICbrgr>

Facebook Kuwait

<http://www.facebook.com/cbjq8>

PART OF

International Franchise Association (IFA),
Lebanese Franchise Association (LFA)



MANUALS DONE BY

Franchise Development Services (FDS)



"Hamburgers is all we do"

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