



"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.



★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.



CLASSIC 2015
www.cbj.me

Classic locations

LEBANON

JAL EL DIB

ZEITUNA

LE MALL

HAZMIEH

BROUMANA

JNAH

RAIFOUN

KFARDEBIAN

KUWAIT

ARDIYA

JABRIYA

EGAILA

SABAH EL SALEM

AL KHIRAN

JLEEB CITY BUS

ALI AL SALEM (AMERICAN CAMP)

The secret ingredients to our successful recipe



Australian Angus
GRAIN FED
BEEF PATTY



PEANUT
OIL



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



FRESHLY
BAKED BUNS

Topped with sunflower,
sesame, cotton and flask
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

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."**

THE DAILY STAR
LEBANON

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.

BurgerBusiness
MENU & MARKETING NEWS WITH PLENTY OF NAPKINS



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 "

TimeOut

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

LEBANON OPPORTUNITIES

BURGERS



AUSTRALIAN ANGUS BEEF

Charcoal grilled 100% Australian Angus beef. Our chicken patties are marinated with our special seasoning.

★ CLASSIC® @ CBJCLASSIC

Beef or chicken patty, classic sauce, tomato, homemade pickles and iceberg lettuce 17,000

★ THE MEXICAN @ CBJMEX

Beef or chicken patty, spicy sauce, American cheese, jalapeños, grilled red onions, grilled sweet green pepper, tomato and iceberg lettuce 18,500



MUST HAVE WITH

LOUISIANA
HOT SAUCE

★ CLASSIC CHEESE @ CBJCLASSICCHEESE

The classic beef or chicken patty with double American cheese 18,500

★ SWISS'N'MUSHROOM @ CBJSWISS

Beef or chicken patty, rich mushroom sauce, classic sauce, with melted Swiss cheese, fresh mushrooms and iceberg lettuce 18,500



CLASSIC MOZZARELLA @ CBJMOZZ

The classic beef or chicken patty topped with our homemade breaded mozzarella patty 19,500



BBQ - BACON @ CBJBBO

Beef or chicken patty, classic barbecue sauce and mayo served with crispy pork bacon and cheddar cheese, grilled red onions, homemade pickles and iceberg lettuce 19,500



TRY IT WITH

CRISPY ONION
RINGS

CLASSIC LIGHT

Beef or chicken patty, seedless white bun with light classic sauce, tomato, homemade pickles and iceberg lettuce served with green salad, without fries 17,500

BREADED CHICKEN BURGER @ CBJBREADEDCHICKEN

Breaded marinated chicken breast, with garlic mayo sauce, tomato, homemade pickles and iceberg lettuce 18,500

EXTRAS

SWISS / AMERICAN (2 SLICES)	1,500	MOZZARELLA PATTY	4,500
CHEDDAR (2 SLICES)	3,000	ORGANIC EGG (BIOMASS CERTIFIED)	1,500
JALAPEÑOS	1,500	GRILLED BEEF PATTY	6,000
GRILLED MUSHROOM	1,000	GRILLED CHICKEN BREAST	6,000
PORK BACON (3 SLICES)	4,000	GREEN SALAD (small)	3,500

Breaded chicken CRISPIER THAN EVER

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

18,500 LBP



TRY IT WITH
THOUSAND
ISLAND SAUCE

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

- Assistance with site selection
- Assistance with store design and lay out
- Complete equipment lists and specifications
- On-site inspections & support during construction
- Product sourcing
- Marketing and Launch Programs
- Operational, Management and Development Training for you and your key staff
- On-site staff training on opening
- Operations Manual

Post-opening

- Regular visits to provide an opportunity for review, analysis, advice and guidance
- Revision and Analysis of P&L and Recommendations for Improvement
- 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

*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

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CONNECT WITH US!

Website

www.classicburgerjoint.com

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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