



JOIN OUR MISSION TO  
REDEFINE THE WAY THE  
WORLD EATS BURGERS<sup>SM</sup>

[BurgerFi.com/Franchise](https://BurgerFi.com/Franchise)





# We're just getting started.



BurgerFi is a fast casual better burger concept with approximately 120 franchised and corporate-owned restaurants, renowned for delivering an exceptional, all-natural premium burger experience in contemporary and sustainably designed restaurants.

Originally established in February 2011 in sunny Lauderdale-by-the-Sea, Florida, the purpose was simple – redefining the way the world eats burgers<sup>SM</sup>. BurgerFi is committed to serving fresh food made with responsibly sourced ingredients.

Today, BurgerFi is among the nation's fastest-growing better burger concepts. BurgerFi was voted the Top Better Burger chain in Fast Casual Restaurants in USA Today's 10Best Readers' Choice for 2021, named QSR Magazine's Breakout Brand of the Year for 2020, placed as the Top Better Burger Chain in Fast Casual's Top 100 Movers & Shakers list in 2021, was named "Best Burger Joint" by Consumer Reports and fellow public interest organizations in the 2019 Chain Reaction Study, listed as a "Top Restaurant Brand to Watch" by Nation's Restaurant News in 2019, included in Inc. Magazine's Fastest Growing Private Companies List, and ranked on Entrepreneur's 2017 Franchise 500.



BurgerFi restaurants typically range from 1,800 to 2,400 square feet, plus 500 square feet as an outdoor patio/seating area. End cap or free-standing sites are preferred.



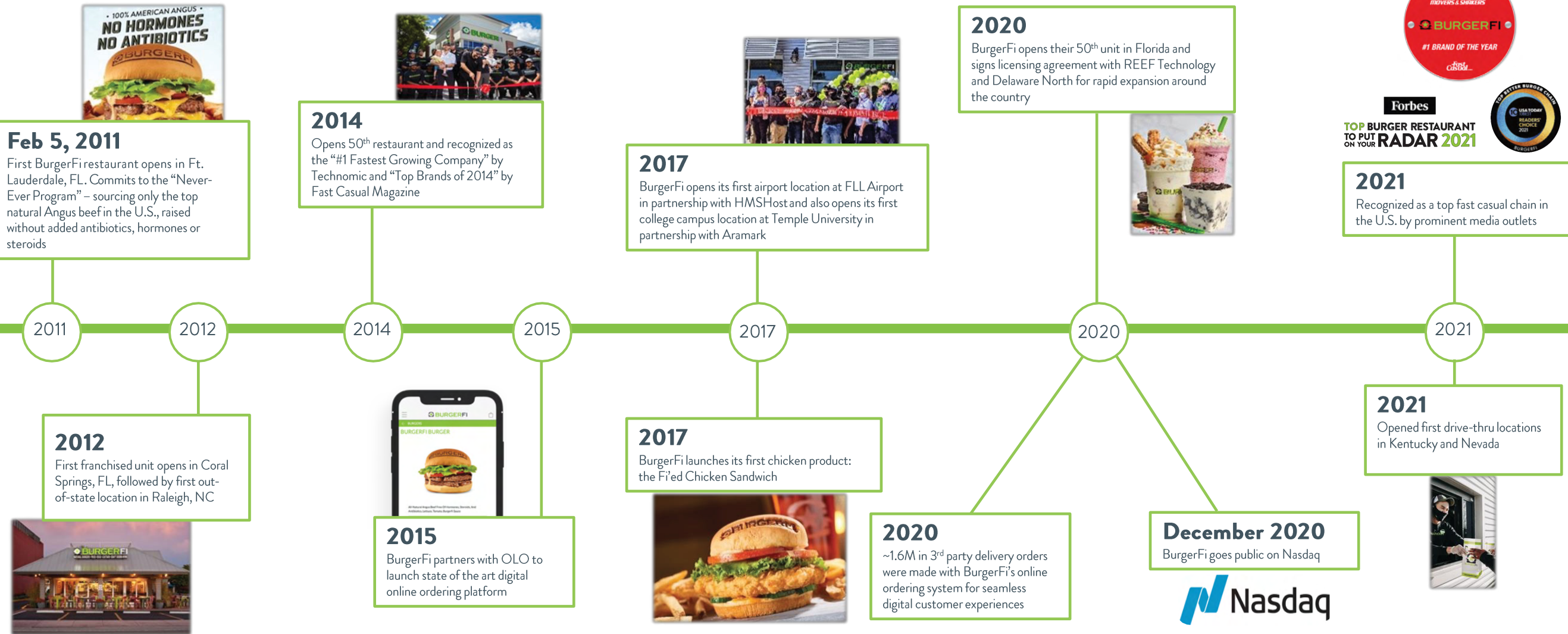


Our chef-founded restaurant brand uses 100% natural Angus Beef with no steroids, antibiotics, growth hormones, chemicals, or additives and offers a diverse menu with broad appeal including their award-winning vegetarian VegeFi® Burger, Wagyu Beef Hot Dogs, Cage-Free Fi'ed Chicken Tenders, Fresh-Cut Fries and Onion Rings, Shakes, Frozen Custard Desserts, local craft beer, wine, and more.





# Timeline of BurgerFi's Growth & Evolution





# FOR US, EVERY MONTH IS EARTH MONTH

Scan the QR code below to find out how BurgerFi  
is providing the best burger experience in an  
eco-friendly environment.



## State-of-the-art sustainability best practices.

- Our red chairs are made from 111 20oz upcycled Coca-Cola bottles
- We made the switch to more paper products in 2019
- Our fans consume 66% less energy
- Our outdoor tables are made from 960 upcycled milk cartons
- Our efficient dish machines reduce 50% of water usage
- Our automatic water valves save 108,000 gallons of water annually per restaurant
- In 2019, we've recycled enough cooking oil to take 57 trips around the world





## Support you can depend on.

- Site selection assistance and guidance by our real estate team
- Prototypical plans, construction and design management
- Comprehensive BurgerFi Training Boot Camp program for restaurant managers
- Confidential operations and training manuals
- Pre-opening and post-opening marketing programs and materials, including public relations guidance and support
- Structure for ongoing support in all aspects of the restaurant and financial operations
- Proprietary, cutting-edge technology, designed to guide and assist you in effectively managing your restaurant

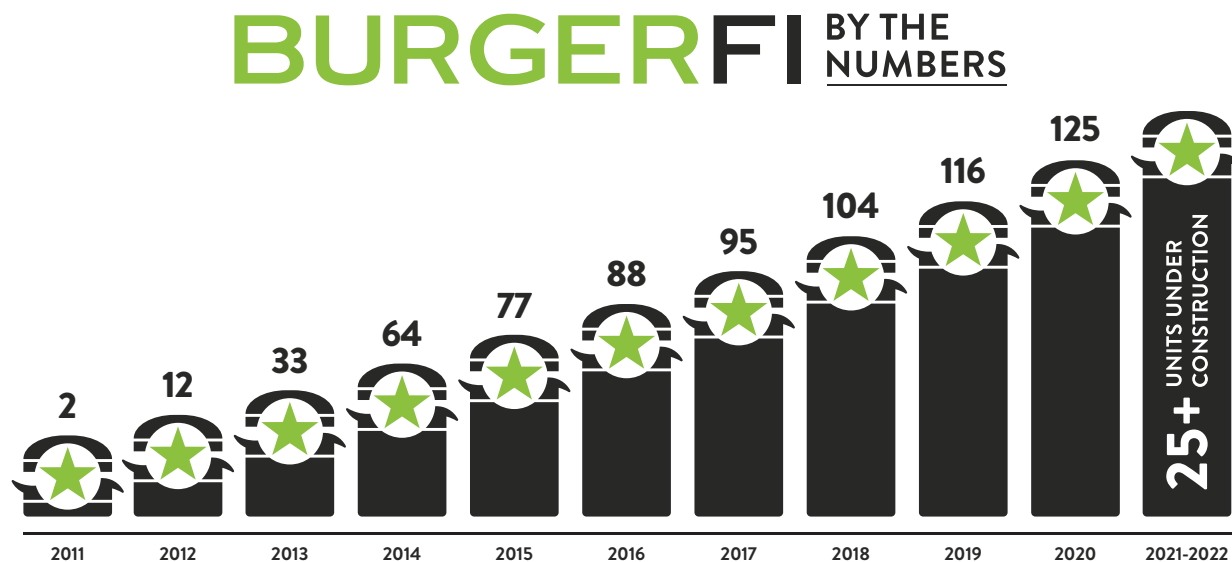




# Continued Growth and Expansion

With our momentum continuing through 2021 and beyond, we are positioned to open approximately 25 new BurgerFi restaurants over the next year.

With our new strategy, resources, and upgraded technology, BurgerFi is poised for another year of phenomenal growth and will continue to seek qualified candidates to expand the brand's presence domestically and internationally.



# Experienced Executive Leadership Team



**Julio Ramirez**  
*Chief Executive Officer*

- Over 40 years of experience in the multi-unit restaurant industry
- Founded Jem Global Inc. and co-owner of Giordino Gourmet Salads
- Previously with Burger King for over 25 years



**Michael Rabinovitch**  
*Chief Financial Officer*

- Over 25 years of extensive financial experience with best-in-class public companies such as Tech Data, Office Depot, Mayors Jewelers and Claire's Stores



**Jim Esposito**  
*Chief Operating Officer*

- QSR-industry veteran with over 20 years of experience at Burger King, Panera Bread and Papa Gino's



**Henry Gonzalez**  
*Chief Marketing Officer*

- Over 25 years of food and retail experience working with leading national and global brands like Burger King, McDonald's, Walmart, Home Depot and Infiniti



**Karl Goodhew**  
*Chief Technology Officer*

- Over 15 years of software development experience with Fortune 500 companies



**Ross Goldstein**  
*Chief Legal Officer*

- Over 20 years of legal experience, specializing in franchising, real estate, general corporate and business transactions



**Chef Paul Griffin**  
*Chief Culinary Officer*


- Over 30 years of experience and classically trained chef from the Philadelphia Restaurant School



# BurgerFi Uses Top-Rated Beef Supply

BurgerFi was recognized for two years in a row by Consumer Reports and the National Resources Defense Council (NRDC)'s Chain Reaction Report.

- ★ BurgerFi's Angus beef is never exposed to steroids, antibiotics, growth hormones, chemicals, or additives – Ever.
- ★ BurgerFi utilizes American black Angus beef.
- ★ BurgerFi sources its beef from ranches committed to raising cattle free-range, humanely-treated, and vegetarian-fed.
- ★ Only about 1% of the beef produced in the United States meets the strict BurgerFi standard.

Consumer Reports   Chain Reaction Beef Scorecard		
A		
B		
C	McDonald's	Wendy's
D		
F	Burger King Dairy Queen	Jack in the Box Sonic

Source: 2018 Chain Reaction IV Report and 2021 Chain Reaction VI Report, independent studies by Consumer Reports and other consumer advocacy groups rating burger chains on availability of meaningful policies and actions on reduction of antibiotics in their beef supply. BurgerFi received an A-Grade in 2018 Report and continues to source beef raised without antibiotics; other grades are from 2021 Report.



Sources: National Resources Defense Council, Consumer Reports, U.S. Public Research Interest Group, Friends of the Earth, Food Animal Concerns Trust and Center for Food Safety.



"After making the decision to open 10 BurgerFi restaurants, it is clear that I am a strong believer in the positive risk-reward balance of the brand. I continue to see a young, ambitious, and dynamic organization that has demonstrated strong resilience in challenging times, and an enormous capacity to adapt and evolve as it continues to grow."

**Manuel Sanchez**

Multi-Unit Owner

"I was a customer of BurgerFi before I became a franchisee. My family and I loved the food and atmosphere and noticed that just like us, there was no shortage of repeat customers who raved about the burgers. When we had the opportunity to invest in a restaurant, we researched several brands, but BurgerFi was the standout choice. From the high-quality, tasty food and lively atmosphere in the restaurant, to the expansion goals and marketing support provided by the franchisor, we have enjoyed increased yearly sales. We look forward to continued growth with BurgerFi."

**Lori Wright**

Owner/Operator

"I fell in love from the beginning. I'm in my store 7 days a week. I get customers coming to me every day and tell me that it's the best burger they've ever had in their life. It makes me really believe why I got into this from the beginning. It's just a beautiful thing when people appreciate what you do."

**Larry Higgins**

Owner/Operator

"My brothers and I signed on as BurgerFi's first Franchisee in 2011 and opened our first location in 2012. When we opened our first location, there were only 3 stores in the system. We saw the major potential of where this brand could go from the beginning due to its high-quality products, marketability of the product, and overall customer experience. Fast forward to today, BurgerFi is a major leader in the industry. Our franchise team is excited to have the opportunity to be a part of the significant growth and to be a member of the BurgerFi family for years to come."

**Matt Falcone**

Multi-Unit Owner/Operator





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