
STEAK N SHAKE

BY *Biglari*

WELCOME TO YOUR HOME

Chez Steak 'n Shake,
nous avons pour passion de servir
des produits frais et naturels.

- Notre bœuf frais 100% Français, nourri de manière naturelle et sans antibiotiques, ne contient ni hormones, ni OGM.
- Nos frites sont faites maison et coupées sur place
- Nous réalisons nos propres Milk-shakes avec de la véritable glace artisanale
- Nous cultivons des légumes exceptionnels dans notre potager de Ramatuelle
- Nous soutenons l'agriculture locale
- Nous avons à cœur de protéger l'environnement dans toutes nos activités

'Our Farm to your table'

Sandra Bigari

OUR QUALITY COMMITMENT

- At Steak 'n Shake, we are passionate about serving fresh and natural products.
- Our 100% fresh beef, naturally fed and without antibiotics, contains no hormones or GMOs.
- Our fries are homemade and cut on site.
- We make our own milkshakes with real homemade ice cream, we grow exceptional vegetables in our vegetable garden in Ramatuelle, we support local agriculture.
- We are committed to protecting the environment in all our activities: "From our Farm to your table".



LA PETITE HISTOIRE

Since 1934, Steak 'n Shake has been delighting Americans with its gourmet Steakburgers, homemade fries and traditional Milkshakes, the recipe of which has never changed.

Steak 'n Shake was born on the famous Route 66, in the heart of the Great American Depression, from the desire of its founder to cook the best burgers in the country at the fairest price. He buys the best meat on the market which he cuts, assembles and cooks in front of his customers. The gourmet burger was born.

Over 80 years later, Steak 'n Shake is still one of the most recognized brands in the American restaurant market with over 120 million burgers and 78 million milkshakes served each year.

VISION

Steak 'n Shake is a classic American brand and we intend to lead and dominate the premium burger and milkshake segment of the restaurant industry.

MISSION

Constantly to serve our patrons the highest quality burgers and shakes along with extending them great service at the lowest possible prices.

FAMOUS FOR STEAKBURGERS,

FRESH FRIES

BEST HAND MADE MILKSHAKES AND
HOME MADE WHIPPED CREAM

ALWAYS FRESH – NEVER FROZEN

No freezer, No microwave

BEST VALUE FOR PRICE



STEAKBURGER

Unparalleled quality

100 % Fresh Meat

- Only best cuts of beef
- No additives, GMOs or antibiotics

Fresh Ingredients

- Fresh meat, Never frozen
- Fresh vegetables prepared on site
- Fresh baker's bread

ORIGINAL RECIPES

- Smashed steak on the grill to caramelize the surface; homemade sauces, such as guacamole

COOKED TO ORDER

- All of our products are made to order.



STEAK N SHAKE®
BY *Bigfani*

MILKSHAKES

Handcrafted

«Best American milkshakes»
Zagat awarded

Artisanal Icecream

4 scoops of ice cream and milk

Shakes to order in our restaurant

Decorated with homemade whipped cream and a
cocktail cherry



STEAK N SHAKE®
BY *Bigfasi*

Fresh homemade fries

FRESH POTATOES

Never frozen, prepared on site every morning,
delivered whole several times a week.

COOKED WITH CARE

Cut, blanched every day in restaurant,
seasoned with cheddar or cheddar
bacon;

AN EXCLUSIVE RECIPE

thin and crispy
a studied flesh / crisp ratio



INSIGHT

IT MUST BE RIGHT

Since 1934, we have been committed to cooking the best products in complete transparency. In each of our restaurants, our customers can see every step of the preparation of their burger, from cutting our fresh vegetables to cooking our fresh meat, including the preparation of our Milkshakes.



ILLINOIS, 1934



2018

From Our Farm To Your Table



With its 35 French restaurants, Steak 'n Shake is today an American brand that promotes resolutely French values. The majority of our products such as our meat or our artisanal ice cream are French, and we have also acquired a farm in the south of France with the ambition of being able to supply some of our restaurants with fruit and vegetables. exception. Through this farm, Le Potager de Sardar Biglari, we are committed to promoting local and sustainable agriculture as much as possible.

Our close partnership with our French suppliers allows us complete traceability of our products from farmer to restaurant, "from farm to fork".

It was in the south of France that Sardar Biglari, founder of Biglari Holdings and owner of Steak 'n Shake, decided to grow his own vegetables from the Ramatuelle region. It is because Provence is home to the best vegetables that he decided to create his own vegetable garden, Le Potager de Sardar Biglari, which delivers exceptional vegetables such as tomatoes, naturally grown in the most traditional way, to its restaurants. that is.

Our close partnership with our French suppliers allows us complete traceability of our products from farmer to restaurant, "from farm to fork".



An eco-responsible approach



Beyond this strong direction towards “buying local”, we are also investing in research for sustainable development in our restaurants.

We have removed the majority of plastics from our restaurants, such as our straws and our spoons, which will now be made from recyclable and compostable materials such as corn. We have also made changes to all of our packaging so that they are 100% recyclable and in line with our search for authenticity. We have selective sorting bins to encourage our customers to participate in the process. Finally, our teams are made aware in the field of respecting environmental issues.

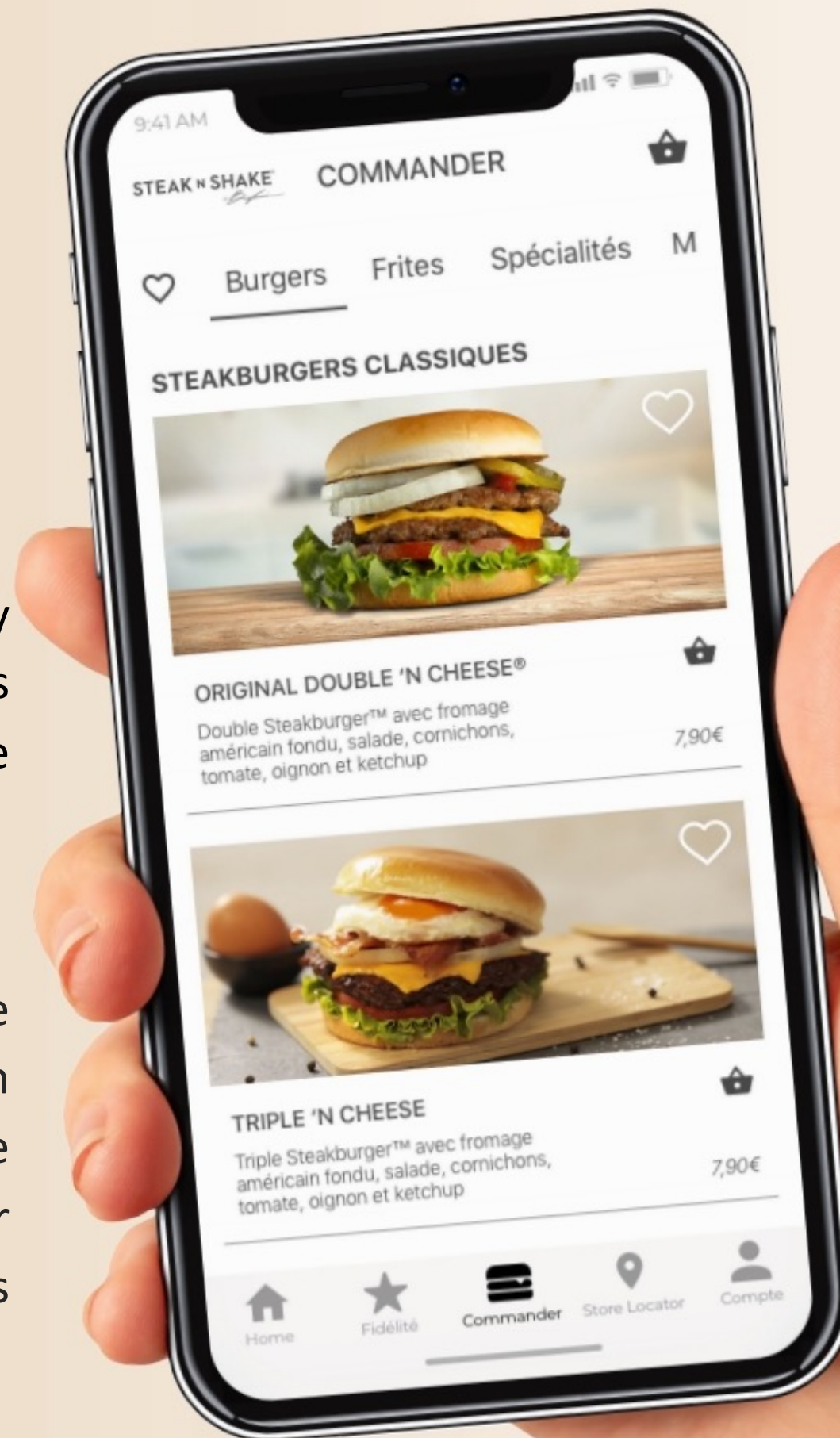


High Tech at the service of the customer

Interactive ordering technology

We have installed new ordering technology in our restaurants that significantly reduces customer waits and allows their experience to be interactive and innovative.

We at Steak 'n Shake are convinced that the best possible service is synonymous with simplicity and speed, and we are therefore doing everything we can to offer our customers a digital journey that embraces their new expectations.

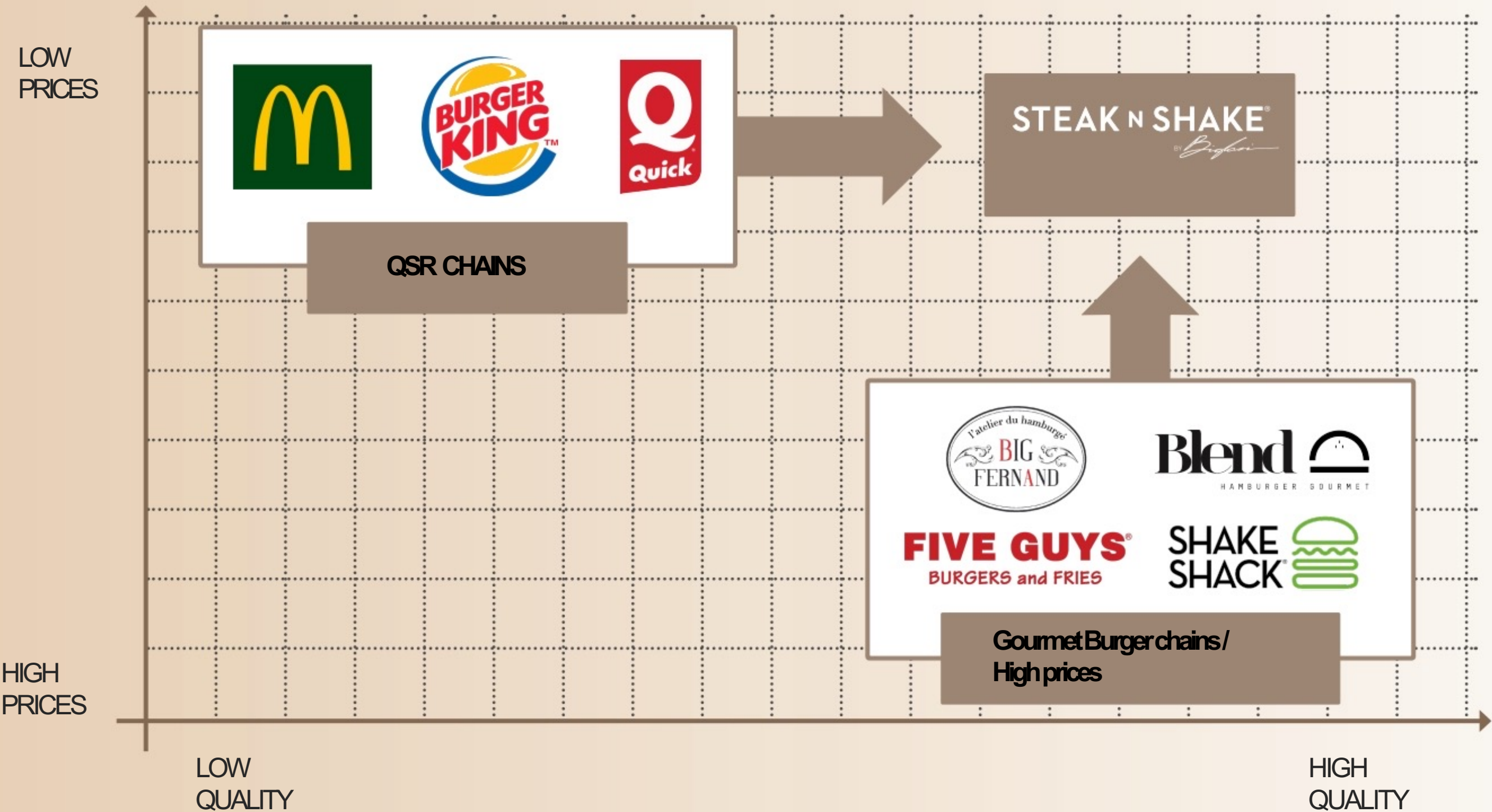


The STEAK 'N SHAKE App

The Steak 'n Shake app allows our customers to locate a restaurant and get there, to learn more about our brand, and above all to order directly from their smartphone.

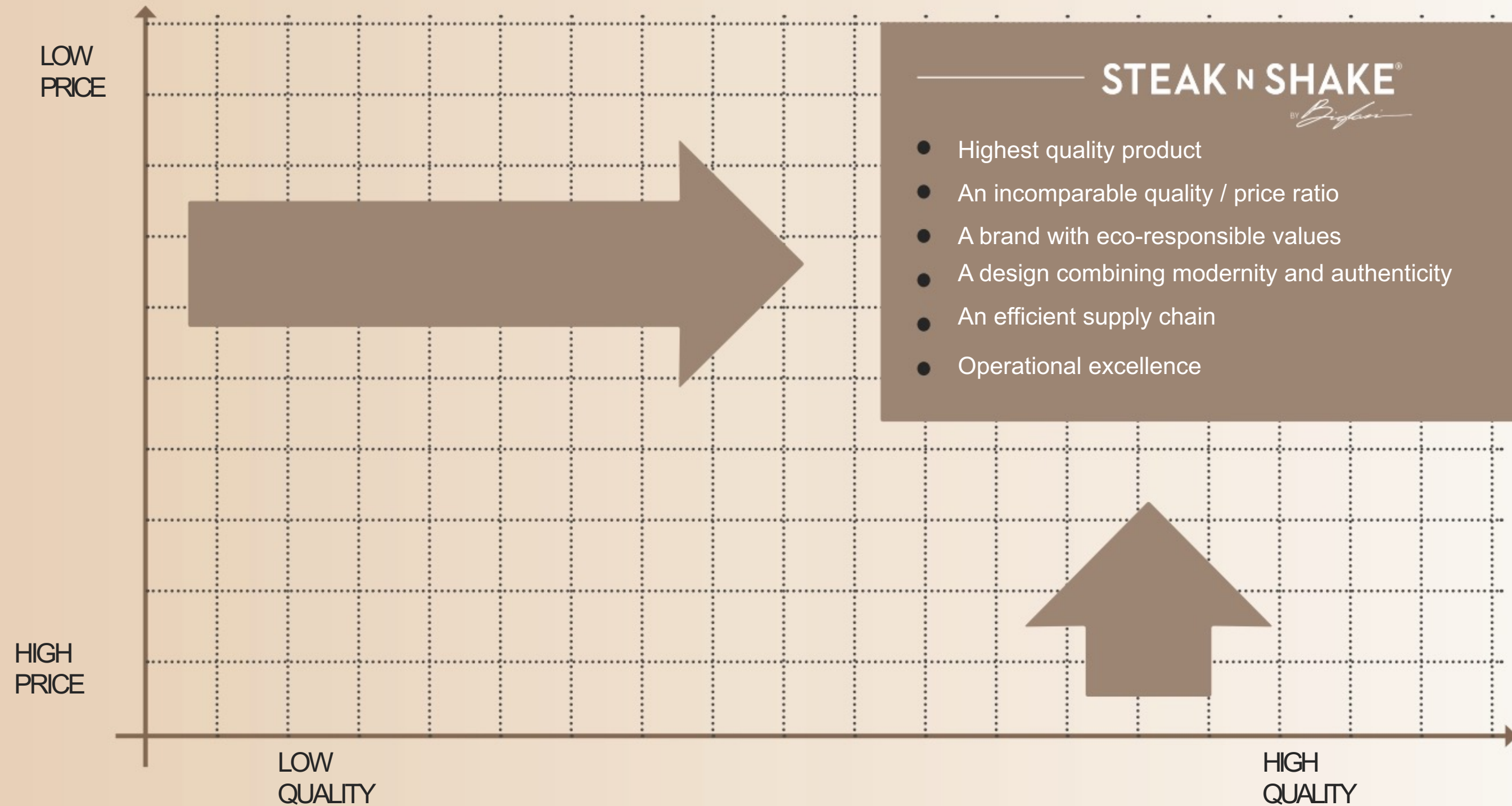
Click 'n collect is therefore part of our customers' journey in order to offer them even more interactivity and service efficiency.

MARKET OPPORTUNITY



MARKET OPPORTUNITY

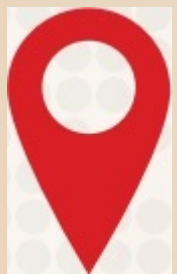
STEAK N SHAKE®
BY *Bighani*



A MAJOR ACTOR ON THE GOURMET BURGER MARKET



500,000
CUSTOMERS
SERVED PER DAY



650
RESTAURANTS

STEAK N SHAKE®
BY *Bigfari*



**NATION'S RESTAURANT NEWS
GOLDEN CHAIN AWARD**

**BEST MILKSAHKES
ZAGAT**

MODULAR FORMATS

DRIVE



City center



Mall

A WARM AND AUTHENTIC DESIGN

DESIGN

- Natural materials like wood or slate
- Highlighting our fresh products

KITCHEN

- An open kitchen for the live preparation of products

