



*The*  
**BUTCHER**

EST. 2012

**FRANCHISE BOOKLET**

AIN'T NO FRENCH FRIES LIKE THE BUTCHER FRANCHISE



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EST. 2012

**The Butcher**  
LONDON





## OUR STORY

The first high-end burger bar arrived in Amsterdam in 2012 with the opening of THE BUTCHER Albert Cuyp. Situated in The Netherlands' most famous market, the venue soon established itself as the go-to venue for quality fast food in a casual-yet-classy atmosphere. A string of new sites followed in some of the Dutch capital's hippest locations including THE BUTCHER West (2014) in the Foodhallen indoor food market and THE BUTCHER Nine Streets (2016). That year additionally saw the launch of the food truck THE BUTCHER on Wheels and another unique new concept in the form of THE BUTCHER Social Club - dubbed a '24 hour full-service playground'.

Also significant in 2016 was the brand's first expansion abroad, with the opening of THE BUTCHER Berlin. THE BUTCHER Ibiza followed a year later, and THE BUTCHER Milan is on track for a 2020 launch, cementing the brand's position as an established international player.

Furthermore, 2019 saw the opening of the first THE BUTCHER franchise in Dubai, situated on the ever so desirable Dubai marina. We have more exciting locations to come.





Albert Cuypstraat 122  
*The*  
**BUTCHER**  
EST. 2012  
2 CS AMSTERDAM  
BURGER BAR



# THE BUTCHER CONCEPT

Conceived by creative entrepreneur Yossi Eliyahoo of THE ENTOURAGE GROUP, THE BUTCHER brand specialises in serving gourmet burgers in a relaxed environment with an international allure.

Whether for a casual lunch, a pre-club bite or a spot to satisfy nocturnal cravings, THE BUTCHER venues are adored in metropolitan, stylish locations. They can offer everything from an informal place to dine, a relaxed location for a business meeting or a chilled after-party hangout, depending on the time of day.

The brand's core values are quality, honesty and consistency, with craftsmanship being of the utmost importance. Expect the finest Aberdeen Angus beef and locally sourced fresh ingredients. From the luxurious homemade semi-brioche buns to the signature sauce, salads and herbs: perfection is guaranteed.







## THE AUDIENCE

THE BUTCHER team targets his audience on the vibrant scene of urbanites, uniting global communities in a casual restaurant, a business centre, an after-party hangout and always serving the best burgers. Before dinner, after dinner, pre-clubbing or when nocturnal cravings kick in, THE BUTCHER will always serve up perfectionism.



## WHAT DEFINES THE BUTCHER

THE BUTCHER is devoted to using only premium quality products and sourcing fresh ingredients locally. The “butchers” in the kitchen exclusively work with the highest quality Aberdeen Angus beef. From the best meat to the selection of herbs, the fresh vegetables, the special signature sauce, right down to the homemade semi-brioche bun; THE BUTCHER constantly commits to creating more than just quality burgers.











**WHAT DO YOU GET**

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- WHAT DO YOU GET**

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- WHAT DO YOU GET**











## INTERESTED?

*Please contact us*

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THE  
**ENTOURAGE  
GROUP**