

International Development

The Fresh Burger Concept



برغرایزر

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01

ABOUT BURGERIZZR

Burgerizzr is one of the GCC's fastest growing QSR chains and is the largest fresh burger restaurant company in the Kingdom of Saudi Arabia. Burgerizzr found a gap in the burger market that has defined its unique positioning by offering high quality food at a competitive price. From its founding until today, only a very few QSR brands worldwide have been fortunate enough to achieve Burgerizzr's growth rate, reaching nearly 100 branches over the course of little more than 10 years.



02

HISTORY

Burgerizzr, co-founded by Mohammed Al Ruwaigh in 2009, has grown into the largest fresh burger chain in the Kingdom of Saudi Arabia. Established from a passion to develop quality food at a competitive price, Burgerizzr's burgers have been well-received by its target market through its consistent ability to serve "grill to order" fresh beef and chicken patties. Since opening its first branch in 2009, Burgerizzr plans to have 100 branches in operation in the Kingdom during 2021 with a vision to expand to 250 branches throughout the GCC by the end of 2025.



03

WHY

BURGERIZZR?

- We are the largest fresh burger chain in the Kingdom of Saudi Arabia
- We have a simple real estate footprint and low-to-medium cost of entry
- We have a highly skilled management team, with the know-how to open and operate successful restaurants
- Our burgers are made fresh-to-order and are superior in quality and taste



- Our company was privately owned since 2009, and is now listed in the Saudi Parallel Market (NOMU)
- We provide training and support based on our proven systems and processes
- We offer appealing products at attractive prices throughout the year
- We currently generate ~US\$850,000 in annual Average Unit Volume

04

WHAT'S IN A NAME?

Burgerizzr is unlike any other brand in its dedication to providing consistent and dependable freshness. Our logo characterizes “Guaranteed” quality and has offered a steadfast value for money over the course of a decade. Beyond our freshness, quality, and taste, Burgerizzr holds an unforgettable name and iconic position in the QSR market.



BURGER

IZZR

05

REASONS TO INVEST

Burgerizzr has become the fastest growing burger chain in the Kingdom of Saudi Arabia during its first 10 years, and strongly believes that over its next 10 years this success can be replicated throughout the GCC and MENAP regions. We are therefore looking for franchising opportunities with companies who possess the same passion, desire, and craving for fresh burgers. Our design options and appropriate use of our systems and processes can contribute to attractive rates of return on investment. The franchisees' success is our mission.



06

WHAT'S IN A MENU?

- Simple, limited menu for ease of operation
- Menu architecture taps into different consumer needs and corresponding price points
- Suitable offerings for young adults that fit different occasions, from individual meals to small groups
- Boxed options for gatherings, both already-prepared and ready-to-BBQ
- Fresh burgers with adventurous and delectable flavor choices, including pomegranate and Peri Peri
- Order customization offers a personalized experience

The image displays a grid of menu pages from Burgerizz, featuring various food items and their prices. The menu is organized into several sections:

- المشروبات Drinks:** Water (100), Soft (110), Orange (130), Apple (100).
- ميلتايززر | Meltizzr:** تشكن (976), لحم (1021).
- كلاسيك | Classic:** كيتو برغر (991), تشكن مشوي (1002), لحم (1139).
- المميزة | Signature:** كلاسيك فرايد تشكن (1104), برغر رمان (997).
- قائمة الإضافات Add-ons:** Various toppings like cheese, onions, mushrooms, etc.
- قائمة الصوصات Sauces Menu:** Burgerizz Sauce, Cheese Sauce, Barbecue Sauce, Peri Peri Sauce.
- قائمة الطباخت الجانية Sides Menu:** فرايزز (Frizzr), ونذرنايززر (Wonderizzr), قطع الدجاج (Nuggets), بطاطس (Fries), وينجرز (Wingerz).
- قائمة الجمعيات | Gathering Menu:** Burgerizz Box بوكسي بوكسي لحم دجاج (139), BBQ Box بوكسي لحم دجاج (119).
- زودها | Upgrade:** خلها دبل (348), خلها تربل (696).

At the bottom, there is a QR code, App Store and Google Play logos, the phone number 920022997, and a note: "إذ ما استلمت فاتورة، طيبك علينا! الأسعار شاملة ضريبة القيمة المضافة 15% Prices includes VAT 15%".

07

WORLD CLASS SUPPORT

Burgerizzr provides initial training and ongoing support with a team of experienced personnel who excel in their given roles, tasks, and skills, all designed to provide the tools for the success of our franchisees.



- Field support in the franchisee's own market
- Ongoing business support from the Franchise Department
- A comprehensive Operations Manual
- Modular training programs
- Adaptive design and construction processes
- Collaborative Supply Chain, Procurement, and QA teams
- Strategic and tactical Marketing assistance

08

FULL SUPPORT ON ALL DESIGN AND CONSTRUCTION PROCESSES

- Real estate and construction advice
- Variety of branch design types
- Approximately 70-150 M²
- Free Standing, In-line, Food-court, End-Cap, and Ghost Kitchen designs



THANK YOU

FOR INTERNATIONAL FRANCHISING

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