

“FANTASTIC BURGERS + NYF = FAST FOOD NIRVANA” NATIONAL POST

SOUTH ST. BURGER CO. NEEDS PREMIUM FRANCHISEES

“One of the city’s best burgers” - Toronto Life

“LIKE A FAST FOOD BURGER” NATIONAL POST

“The best burger in the city” - Toronto Life

...far superior to any other burger in the city's Parent

"Sweet and smoky" - National Post

“HABIT-FORMING MILE-A-MINUTE BURGER” TORONTO LIFE



We only use the best ingredients.



Are you one of them?



In 2005, the management team of New York Fries set out to create a premium hamburger, worthy of a pairing with our famous fresh cut fries. The standards were high. The menu had to reflect the same values of our New York Fries brand – feature real food made from fresh ingredients – and raise the bar in fast food. The concept of South St. Burger Co. was born, and took the quick service burger category by storm.

At South St. Burger Co. every item on the menu is designed to be “Best in Category” – offering not only top quality ingredients, but the best taste as well. From using 100% pure beef that is raised without the use of added hormones or antibiotics, to fresh cut onion rings, and of course, our signature New York Fries. Serving real food with outstanding flavour is what sets South St. Burger Co. apart.



MADE WELL. Mouth-burgers • BFF - fast food stress - National Post
 Toppings that put other places to shame - Toronto Life
 The burgers are fast rate. An superior to the drive through variety - Today's Parent
 FRESH Like a fast food temple - National Post
 HAND-MADE
 A burger you'd get off a backyard grill - National Post

POURING Thick-forming milkshakes - Toronto Life
 An interior that smells like a backyard barbecue - Toronto Life
 BURGERS MADE WELL. The best onion rings i have ever tasted - Snap Newmarket
 SUPERHERO ICEL. One of the city's best burgers - Toronto Life
 NO HEAT LAMPS
 ONION RINGS
 TRANS FAT FREE

MADE WELL. Mouth-burgers • BFF - fast food stress - National Post
 Toppings that put other places to shame - Toronto Life
 The burgers are fast rate. An superior to the drive through variety - Today's Parent
 FRESH Like a fast food temple - National Post
 HAND-MADE
 A burger you'd get off a backyard grill - National Post

POURING Thick-forming milkshakes - Toronto Life
 An interior that smells like a backyard barbecue - Toronto Life
 BURGERS MADE WELL. The best onion rings i have ever tasted - Snap Newmarket
 SUPERHERO ICEL. One of the city's best burgers - Toronto Life
 NO HEAT LAMPS
 ONION RINGS
 TRANS FAT FREE

South St. Burger Co. needs Premium Franchisees

Today, with many locations open, and several in development, we are focused on finding the right partners to help us grow, without sacrificing the values that we have worked so hard to maintain. We are looking for quality obsessed, customer focused franchisees to open new locations or purchase existing locations in select markets.



SOUTH ST.
BURGER CO.

SOUTH ST. BURGER CO.

BURGERS
MADE HEAVEN

NF

SOUTH ST.
BURGER CO.



NOW

SOFT
HAND
SOFT

NF



The Burger Landscape

Today's consumers are better educated regarding their diet and tastes, and with that their demands have increased. They want real food that is unprocessed and ethically grown. They expect personalization and customization so they can get their meal just the way they want it. They reward brand transparency and authenticity with loyalty, and they support establishments that share in their values of sustainability and community. Yet they are not willing to sacrifice taste, décor, service and value.

Since South St. Burger Co. first opened its doors in 2005, the gourmet burger market has grown into a competitive and profitable category. While there are numerous operations sprouting up in markets across the country, many claiming to be "premium", we enter the market with solid, durable credentials. We encourage you to carefully examine these, and the background /experience of others in this category.

French fries and hamburgers are still the #1 and #2 foods purchased outside the home in Canada, but that doesn't mean everyone selling them will succeed. South St. Burger Co. is, from top to bottom, the real deal.

For its first six years, South St. Burger Co. has remained corporately owned and operated in Ontario; resisting early offers to franchise. Offering customers a premium burger experience, South St. Burger Co. is a contemporary and relevant brand, earning the trust and loyalty of our patrons.



A “Better” Brand

BETTER BEEF

At South St. Burger Co., our beef is from Canadian farms and is raised without the use of antibiotics or hormones. It is free of MSG, filler and preservatives. What you get is a fresh, 1/3 lb., 100% pure beef patty, flame grilled right when you order and served on a lightly toasted bun. Just like a backyard BBQ.

BETTER SIDES

At South St. Burger Co., only the best fries gets paired with our burgers. That’s why we insist on serving New York Fries french fries and poutine. We also serve hand made onion rings made from red onions battered in our signature recipe. The fries and onion rings are both freshly cut in the store, and cooked in non hydrogenated sunflower oil. Our milkshakes are made with only premium ice cream.

BETTER FOOTPRINT

Each South St. Burger Co. location is designed to minimize our environmental impact. We power many of our stores with Bullfrog Power, purchase LED lights, and install the latest energy efficient equipment. In fact, we won the Association for Retail Environments, Sustainable Design Award in March, 2011, and received Foodservice and Hospitality Magazine’s Green Leadership Award in June, 2011. It may cost a bit more at the beginning, but investing in sustainability is part of operating responsibly and the energy costs saved provides on average, a 4 year return on this investment.





OUR MENU

South St. Burger Co. is founded on the principle of simplicity. We recognize that you can't be all things to all people and we're ok with that. Our focused menu and basic cooking methods allow you to streamline your labour as well as your inventory and keep your costs lower as we purchase higher quantities of fewer products. This focus also benefits us in maintaining a high level of quality control, which means you'll serve a superior product.

NEW YORK FRIES[®] COVENANT

Established in 1984, New York Fries has an enviable relationship with NYF franchisees as well as Canadian landlords. Honoured with the distinguished foodservice industry Pinnacle Award for "Franchise Excellence" in 2008, New York Fries is a financially stable, well recognized brand, known for its successful business partnerships, built on mutual respect.

This reputation benefits franchisees as the company signs every head lease for our franchisee. Not only are franchisees able to take advantage of our negotiating strength and unblemished covenant, it ensures that we are truly "in this together" with you as our partner. This provides franchisees, and their financial backers, with an extra measure of comfort that is rare in today's franchising landscape.

Franchisees also benefit from our purchasing power and supply chain infrastructure that have been built for our New York Fries stores, along with an experienced administration to help with your marketing, accounting and human resource needs.



NEW YORK FRIES



ADD A TO ANY FRIES FOR 2.95

ADD A TO ANY FRIES FOR 1.15

FRIES 2.95 3.95 4.95 5.95

HOT DOG 1.95

DRINKS 1.95 2.95 3.95

POUTINE
Poutine is a Quebecois dish consisting of french fries topped with browned beef and cheese sauce.

GRANDED BEEF
Poutine with granaded beef and cheese sauce.

BUTTER CHICKEN
Poutine with butter chicken and cheese sauce.

CHICKEN
Poutine with chicken and cheese sauce.

SAUSAGE
Poutine with sausage and cheese sauce.

COLD DRINKS

HOW DO YOU TOP PERFECTLY?
OR CHICKEN OR GRANDED BEEF POUTINE
THAT'S HOW.

NYF POUTINE

- ✓ Fresh Cut Fries
- ✓ Real Quebec Cheese Curds
- ✓ Salami Sauce
- ✓ Barrel Recipes

POUTINE BARGE CHICKEN PASTA
FROM TORONTO TO WINDY

Poutine perfected.





Our Stores

South St. Burger Co. is looking for franchisees interested in purchasing existing stores, or opening new locations. Ideally, our real estate occupies between 1,900 – 2,500 sq. ft. in highly visible street fronts, big box plazas or Triple A shopping centres. We look for real estate opportunities that are anchored by strong retail tenants, good accessibility, high vehicular/pedestrian traffic and close to light industry and residential properties.

Our stores are built with first rate construction materials and are designed using quality finishes to impart a contemporary yet comfortable "loft-like" space. We work with an awarded retail design and packaging company to help us achieve this leading edge, approachable design that enhances our customer experience. Just as our food has gone to the next level, so too has the environment in which we sell it.

In each store we look to find ways to reduce our environmental footprint, and invest in technologies that ultimately provide energy, as well as cost savings over time. Some examples of the equipment we purchase include grill hoods with hi-tech heat exchange ventilation systems which reduces the store's heating requirements by more than 300 cubic meters of gas per month (a carbon savings of 6.84 tonnes per year), LED light bulbs, which save 4,400 kWh annually (reducing carbon emissions by 1 tonne), and an air cooled ice maker (instead of water cooled) that eliminates 2,600 litres of water per day (or 950,000 litres of water per year!).

Not only do these efforts make us and our employees proud, they have become a point of difference for our customers and have yielded us various industry awards for our use of sustainable design.

Our hours of operation vary by location, but are generally 11 am – 10 pm, 7 days a week.



**SOUTH ST.
BURGER CO.**



Franchisee Support

Our franchisees benefit from direct access to our head office team, as well as the resources of the many agency and supplier relationships we've built, including:

Real estate site consulting
Operations field consultants
Award winning advertising + design agencies
Architects, engineers, and construction crews

These are all in addition to our experienced core administration team that has years of accounting, business development, leasing, marketing, purchasing and operations expertise.

Franchisees will be given 4 weeks of training at one of our existing stores, and 2-3 weeks of training at your location. Our trainers are always available to help you gain better efficiency and to review procedures with your staff.

Our custom designed POS systems allow you to easily track your sales, employee hours, inventory, and has a customer facing screen with rotating images to drive promotional and add on sales.

FINANCIAL CONSIDERATIONS

The franchise fee for South St. Burger Co. is \$35,000 for a 10 year term with two 5 year options following. Each store pays 5% in royalties every month, as well as a 2% advertising fund fee.

The fixed cost to build out the store varies from \$ 450,000 - \$ 600,000 depending on the site selected.

We have BIG growth plans over the next year!

South St. Burger Co. is now actively looking for franchisees who are interested in purchasing existing restaurants and/or territories, as well as those interested in opening up in new markets.

Interested partners must love the brand and be willing to invest in a "Best in Category" burger experience; and be excited about sharing in our "better" beliefs.

Candidates will require a minimum of \$250,000 cash and have \$400,000 in equity to qualify.

If you are interested in growing with a company that has won "Franchisor of the Year" award in 2008, the "A.R.E. Sustainable Design Award" in 2011, and the "Green Leadership" award from Foodservice + Hospitality Magazine, as well as accolades from the media including National Post, Toronto Life, and The Fan (Calgary); please contact us to learn more.

Franchise Inquiries

Safiah
#400 - 1220 Yonge Street
Toronto, Ontario, Canada
M4T 1W1
safiaha@newyorkfries.com
P 416-963-5005 x 242
F 416.963.4920

"Sweet and smoky perfection... like a burger you'd get off a backyard grill" - National Post

"CALGARY'S BEST BURGER" THE FAN **960**

"THE BEST ONION RINGS I HAVE EVER TASTED" SNAP
NEWMARKET

"An interior that smells like a backyard barbeque" - Toronto Life

"FANTASTIC BURGERS + NYF = FAST FOOD NIRVANA" NATIONAL
POST

"The burgers are first rate

...far superior to the drive through variety" - Today's Parent

"LIKE A FAST FOOD TEMPLE" - NATIONAL POST

"One of the city's best burgers" - Toronto Life