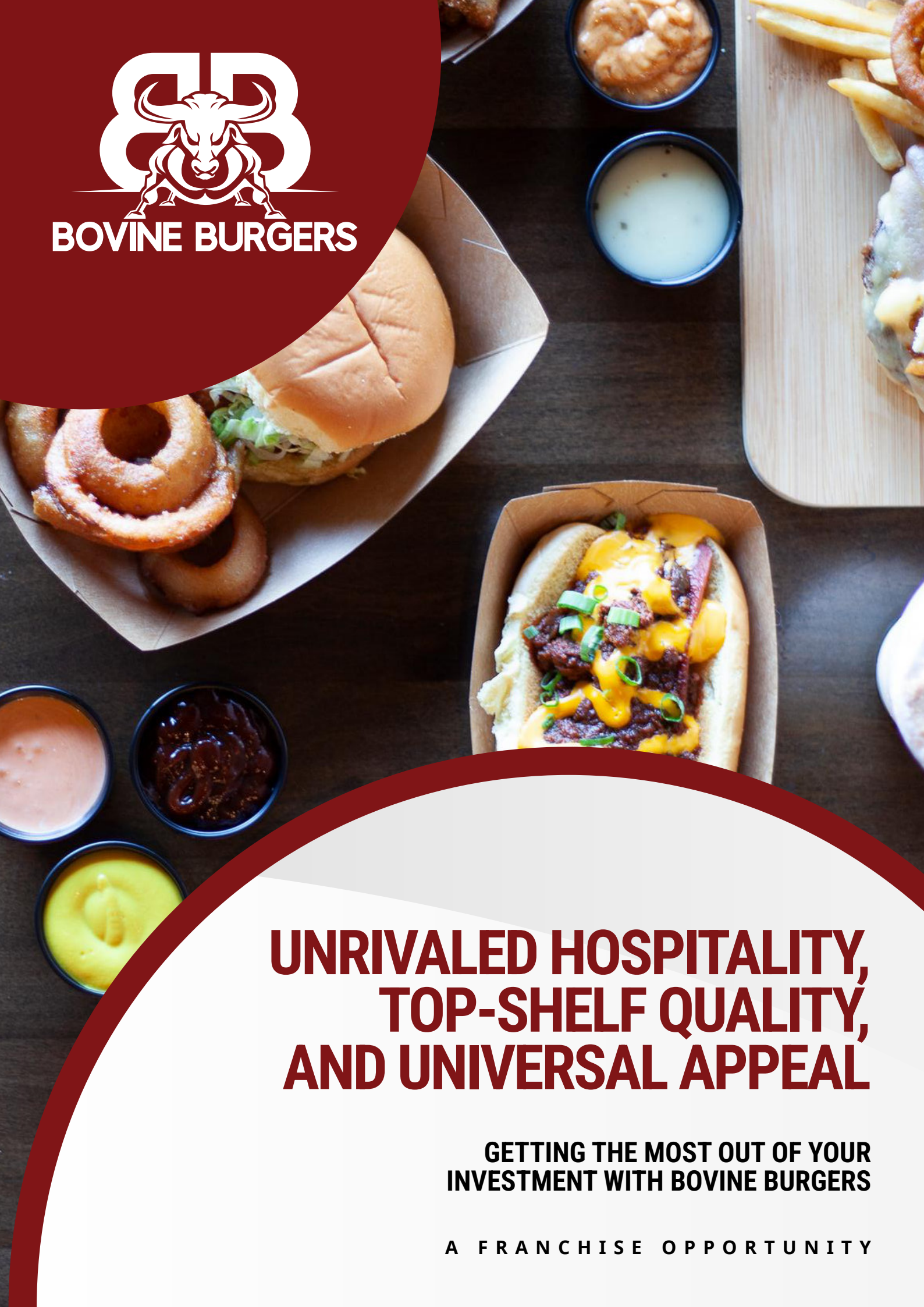




**BOVINE BURGERS**



# **UNRIVALED HOSPITALITY, TOP-SHELF QUALITY, AND UNIVERSAL APPEAL**

**GETTING THE MOST OUT OF YOUR  
INVESTMENT WITH BOVINE BURGERS**

**A F R A N C H I S E O P P O R T U N I T Y**

# TABLE OF CONTENTS

- 1 WHAT SETS BOVINE BURGERS APART?
- 2 INDUSTRY INSIGHTS
- 3 ADVANTAGES OF FRANCHISING
- 4 THE BOVINE BURGERS FRANCHISE OPPORTUNITY
- 5 WHAT DOES IT TAKE TO BE A PART OF BOVINE?
- 6 JOIN US!



## INTRODUCTION

Diners in 21st-century America are a unique group; they crave classic staples as much as ever, while also demanding fresh takes on those items. By that same token, guests' increasing desires for premium service and convenience require today's restaurateurs to put just as much emphasis on their vibes and hospitality as their menus; no longer can you be #1 simply by offering the best burger in town.

An often forgotten element of a business's success, and genuinely what it all begins with, is the respect they show to their customers, employees, and partners. How that respect is transmitted and received plays an enormous role in the smooth (or not so smooth) operations of a business day to day. Falling short in this area can lead to disastrous results. Choosing to franchise with a company that puts respect at the forefront of every interaction is instrumental to your success in the beef game, ensuring you have a reliable partner at every step of your franchise journey.

Another key to successfully maneuvering within the modern restaurant landscape is an ability to serve

different sets of guests. And utilizing a flex-casual business model can be a powerful way to remain versatile. By catering to both daytime and evening crowds with separate levels of service, restaurateurs are able to meet diners' demands all day long. Offering expedited service during lunch hours and full table service at dinner encourages guests to enjoy their favorite meals in alternate appropriate settings, depending on what suits them and their schedules.

Of course, a great restaurant is nothing without quality ingredients. Those who are eager to succeed in this highly competitive industry will do themselves an enormous favor by partnering with a franchise that puts ingredient sourcing at the forefront. Maintaining a steadfast commitment to high standards can make all the difference in patrons' minds and stomachs—it's a difference they can taste in every bite.

If you're looking to break into an exciting business that's poised for exponential growth with an all-star team, you've come to the right place!

# WHAT SETS BOVINE BURGERS APART?

Finding the franchise that checks off all the right boxes can be tough, but we here at Bovine Burgers have spent the past seven years crafting a business model that is distinct from the competition.

## UNRIVALED HOSPITALITY

Putting hospitality at the forefront is paramount to differentiating Bovine from the competition. Many burger joints operating today put the entire emphasis on their burgers while letting the face-to-face experience in their restaurants fall to the wayside. This fatally flawed approach results in routine failures to engender a sense of loyalty with guests, resulting in their attention—and their money—being directed elsewhere.

In order to form unbreakable bonds with your guests, you'll need to bring first-rate hospitality, respect and an unwavering dedication to customer service to the table. Operating a quality burger restaurant requires first engendering mutual respect across all levels of the operation will in turn help you achieve loyalty with your guests which will have them returning again and again. Give respect, get respect, simple as that.

## WELCOMING ATMOSPHERE

What's a restaurant without inviting decor? Providing the perfect environment for hungry folks to enjoy their meals is of special significance to the informed burger restaurant owner. It is your duty to facilitate a pleasant, convenient, easy-going experience for them as they dine, and curating a warm and welcoming environment is key to making sure your guests return routinely.

The beauty of crafting the interior of your burger restaurant is that you don't have to go over the top with decorations, knick-knacks, and other accouterments to be effective; sometimes simplicity is more satisfying. Utilizing industrial elements and rustic decorative components, proper vibe curation is a breeze when you franchise with Bovine.

## FRESH, NEVER FROZEN

Investors new to the burger game may be tempted by a QSR that sources lower-quality ingredients to quickly grow potential profit margins, but shrewd minds are immediately skeptical of this approach. As quality products and ingredients become more important to the general public, budding franchisees would be wise to take the time to verify the quality of the products they have on offer. Where does their beef come from? Is it frozen? Preserved? What about their produce?

If you're looking for peace of mind, confidence in your suppliers is crucial. While it may be more costly to source higher-quality ingredients, guests at Bovine truly taste the difference and are wowed every time. What's more, this commitment to quality can separate you from your competition in meaningful ways, giving diners an upscale alternative to their standard burger options. Once they taste the difference between your 100% Certified Angus Beef patty served on a custom, daily-baked brioche roll versus that basic quarter-pounder from the massive chain down the street, they'll think of you every time they desire a delicious, quality burger instead.



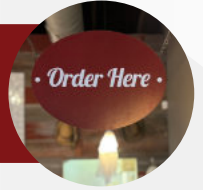
# INDUSTRY INSIGHTS

Burger restaurants are a classically American institution, meeting an overwhelming demand from a public that clamors for beef year after year. While the ubiquity of the burger is evident, shifting tastes within the industry as a whole give new restaurants room to innovate. Below are a few statistics of particular significance to potential Bovine franchisees:



With 84% of the public enjoying beef burgers, investors opening a franchise have a steady annual demand that they can rely on and forecast.

Burger restaurants are dominant, as industry revenue hit \$176B in the US last October.



About 79% of Americans choose to eat their burgers at a restaurant once per month, requiring restaurant operators to be sure that their interiors are up to snuff.

Diverse flavor profiles are driving continual interest, while increased health consciousness opens up space for new sales of black bean, beyond meat, or turkey burger substitutes.



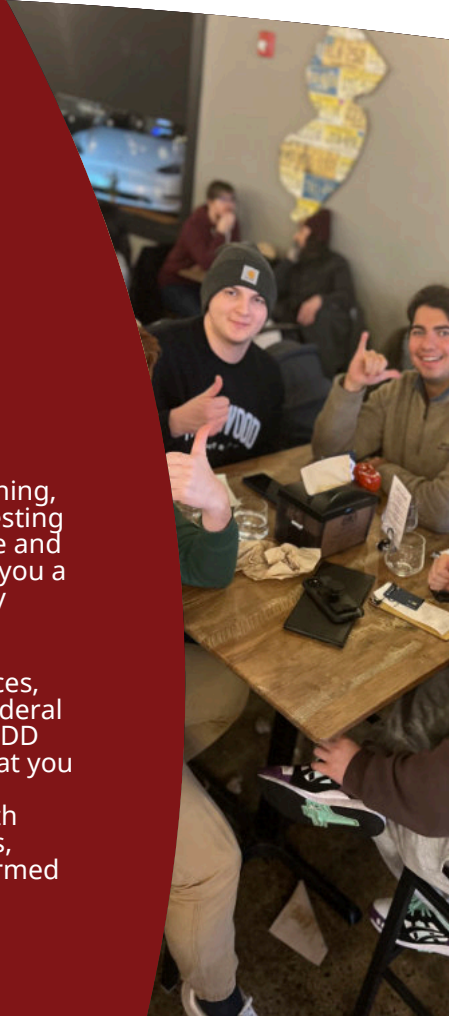
## ADVANTAGES OF FRANCHISING

In simple terms, franchising is the process by which you, the franchisee, become authorized to sell the products of a parent company for a fee. While the mention of a fee may not be immediately enticing, it is important to note that the fee you pay in a franchise relationship will result in direct and substantial benefits to you as a burger restaurant operator.

By investing in a franchise, you stand to gain access to the numerous resources available exclusively from a franchisor, which can be enormously beneficial to both first-time franchisees as well as seasoned, multi-unit owners. From IT

support and troubleshooting to training, marketing resources and more, investing in a franchise with ample experience and a track record of success can afford you a powerful suite of tools to continually improve your operations.

Beyond these more tangible resources, benefits also come in the form of Federal Trade Commission protection. The FDD (Franchise Disclosure Document) that you will eventually review has been meticulously crafted to be in line with federal guidelines and requirements, ensuring that you can make an informed and responsible decision.










# THE BOVINE BURGERS FRANCHISE OPPORTUNITY

Since 2017, Bovine has been serving Beef Beyond Belief to satisfied guests in Middlesex County, New Jersey and beyond. After spending several years living together in many densely packed, cuisine-rich American cities, our founders Marc and Lisa Warner moved to the New Jersey suburbs and discovered that there was an underserved market of diners in search of elevated burger options. Opening Bovine's doors to this eager public was one of the greatest decisions they ever made, and Bovine has been a local hit ever since. They saw a need, filled the need, and the rest is history. Now it's your turn.

Franchising with Bovine means introducing your community to what the Warners refer to as "rave-worthy hospitality." In fact, glorious burgers are just table-stakes at Bovine. It's a given. But providing an uncompromising hospitality experience is far more important. And we make sure to put that at the forefront of everything we do. It's a key differentiator that gives us a leg up on our competition and contributes to the friendly and welcoming vibe that is so unique to Bovine.



It's this unique perspective on unrivaled hospitality that inspires Bovine's seven core values:

-  WELCOME guests as family
-  TRUTHTELL and be accountable
-  SOAR beyond what's expected
-  VOLUNTEER our ideas
-  LAUGH often
-  CHAMPION Bovine's mission in everything we do
- 

Furthermore, new investors can expect a personal touch when initially getting things up and running. We know what it's like to open a business, which is why you can count on direct support from our founders as things start to take shape for you. We've been in your shoes and know what taking a big step is like. Together, we can help you take that step with confidence.



# THE OPPORTUNITY AT A GLANCE:

Examining your finances, investigating the real estate in your area, and researching local competition are all important steps toward setting yourself up for franchise success. Take the time to thoroughly consider all of the variables at play and what your circumstances are.

Once you're ready, you can expect the process to go like this:

- 1 Completing an inquiry form
- 2 Having an introductory call with the founders
- 3 Undergoing candidate qualification
- 4 Reviewing the FDD
- 5 Visiting our corporate location and meeting with the Management Team on Discovery Day
- 6 Signing the franchise agreement
- 7 Preparing to launch your franchise!



# SUPPORT

Once everything is official, the real legwork begins. Franchising with Bovine Burgers means having all the tools you need to succeed, but what exactly does that look like?

1

## INITIAL TRAINING

Comprehensive training at the start to familiarize franchisees with operational procedures, product/service offerings, marketing strategies, and business management.

2

## MARKETING & ADVERTISING

Assistance with system-wide or regional marketing campaigns, providing franchisees with materials and strategies to promote their local businesses effectively.

3

## OPERATIONAL SUPPORT

Guidance on day-to-day operations, troubleshooting, and best practices to optimize efficiency and profitability.

4

## TECHNOLOGY SUPPORT

Providing or recommending technological solutions, such as point-of-sale systems or customer relationship management tools.

5

## ONGOING SUPPORT

Continuous assistance ranging from operational guidance to marketing support, often including regular visits from field representatives or access to a support hotline.

6

## SUPPLY CHAIN MANAGEMENT

Access to approved suppliers, ensuring consistent quality and pricing of products or services.

7

## FINANCIAL GUIDANCE

Help with financial management, including setting up accounting systems, understanding financial statements, and managing costs.



# WHAT DOES IT TAKE TO BE A PART OF BOVINE?



The Bovine Burgers franchise opportunity is meant for folks with a see a need, fill a need mindset. We're on the lookout for enthusiastic, hospitality-minded investors who want to elevate the burger experience in their area to new heights while maintaining a uniquely cool and casual atmosphere for guests of all backgrounds.

Becoming a Bovine Burgers franchisee also means you'll be operating what is called a flex-casual business model. For those who may not know, a flex-casual restaurant gives diners the best of both fast-casual and table service-based casual dining, with counter-ordering available during weekday lunch hours and a full service option for dinner and drinks in the evening and on weekends.

Our ideal franchisee is positively thrilled and motivated by the prospect of offering a proprietary, fresh, 100% Certified Angus Beef burger and an unmatched in-person experience within an environment that is hospitable, warm and fun.

Even if you've never worked a griddle in your life, we still want to hear from you! So many things in the kitchen or office can be taught, but what can't be taught are having an ethical core, dedication and integrity. If you can bring these essential qualities to the table, everything else can be learned and mastered in time.





# JOIN US!



**Marc and Lisa Warner**  
Co-Founders

Ready to let your community taste the awesome? We can't wait to help you get started. Reach out to our team today to learn more about all the exciting opportunities that await you as a Bovine Burgers franchisee!

The Bovine legacy is growing, and we're thrilled to embark on a new expansion campaign in New Jersey, Pennsylvania, and Delaware. If you're looking to break into the unrivaled hospitality business that happens to serve the best burgers around, but don't quite know where to start, you're in perfectly capable hands. Franchising with us grants you access to:

- ✓ An excellent proprietary menu, made with quality ingredients
- ✓ A hospitality-minded approach
- ✓ A plethora of operational resources
- ✓ A welcoming, warm environment
- ✓ A steady demand from nearly 80% of Americans
- ✓ A unique flex-casual business model

#### CONTACT INFORMATION:

Bovine Franchise Company LLC  
1600 Perrineville Road, Suite 2-121  
Monroe Township, NJ 08831

<https://www.bovinefranchise.com/>

THIS FRANCHISE SALES INFORMATION DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT (FDD). CERTAIN STATES REQUIRE THAT WE REGISTER THE FDD IN THOSE STATES. SUCH REGISTRATION, OR EXEMPTION, DOES NOT CONSTITUTE APPROVAL OF THE INFORMATION IN THE FDD BY THAT STATE AGENCY. THE COMMUNICATIONS HEREIN ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER TO SELL FRANCHISES IN THOSE STATES UNLESS WE HAVE REGISTERED THE FDD (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FDD TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.

© 2024 BOVINE BURGERS, INC. ALL RIGHTS RESERVED.