



Big Smoke Burger has developed a comprehensive support program to guide our franchisees through all stages of restaurant development process. Our program includes:

- A Collaborative Approach to Site Selection
- Full Lease Negotiation and Construction Support
- Comprehensive Management Training
- Complete Vendor Selection Program
- Hands-On Pre-Opening and Post-Opening Support
- National and Local Store Marketing Support

### Fast Facts:

- Founded: 2007
- Segment: Fast-Casual Gourmet
- Corporate Locations: 4
- Footprint: 1500 – 2500 square feet (smaller, non-traditional formats available)
- Patio & Liquor Licensing options
- Royalty 6%
- Marketing Fund 3%
- 10 year Franchise Term with Renewal Options

**BIGSMOKEBURGER®** 

“Astonishingly perfect!”  
-Toronto Life

## BIGSMOKEBURGER® PREMIUM FRANCHISES

The brand's founder, Mustafa Yusuf, says “ We’re handpicking our franchisees to ensure that our partners have the right support and resources.”

“Toronto is full of amazing food, but Big Smoke Burger is a well-aged steak.” – The Star

“If you think you’ve had the best burger, you haven’t had a Big Smoke Burger. It’s a concoction of fries with cheese, onions, and ketchup. It’s just the ticket along with a cold beer. It’s the best of a Toronto-based franchise.” – New York Times

[The Best Cheeseburgers In Toronto] #1 Whether at their flagship location or Yonge Street location, these burgers are handcrafted one at a time. All burgers are made from 100% fresh beef.

“It takes four busy hours to get a Big Smoke Burger up with the demand at this insanely popular burger diner.” – Toronto Life



HAND CRAFTED BURGERS





## The fast-casual restaurant segment is booming!

While spending at full-service restaurants has continued to fall and traditional quick service restaurants offering traditional ‘freezer to fryer’ food have stagnated, the consumer demand for fresh, quality, simple-menu ingredients continues to rise. Well-positioned in this gourmet fast-casual niche, it is no surprise Big Smoke Burger has and continues to experience tremendous growth since opening its first location in Toronto, 2007. The Big Smoke Burger claim to fame has been our signature, hand-crafted, grilled to perfection burgers. Everything from our signature beef burgers, organic beef burgers, chicken burgers, lamb burgers and wide-variety of secret-recipe sauces are made fresh, in-house daily. Our fries are hand-cut and made fresh daily, cooked in trans-fat-free canola oil.

## We are ready to bring the Big Smoke Burger experience to the masses.

Recognizing our growth requires like-minded individuals who share our commitment to freshness and quality, we are now offering Big Smoke Burger franchise ownership opportunities in select Ontario and national markets.

Please contact (905) 762-4683 or [info@bigsmokeburger.com](mailto:info@bigsmokeburger.com) for Big Smoke Burger Franchise information

**BIGSMOKEBURGER**



## What differentiates Big Smoke Burger from other burger concepts?

- Gourmet, quality-driven approach to the fast-casual burger segment
- Classic, charbroiled burgers made on a custom grill
- Wide array of proprietary menu offerings and unique beverage selections
- Simple, focused menu designed for optimal efficiency during high-volume hours
- Flexible prototypes expanding real estate opportunities
- Small footprints conducive to better labour & occupancy costs
- Low cost of entry, competitive investment and sustainable financial model
- Strong corporate covenant and wide real estate network
- Financing assistance and commitment to franchisee support and satisfaction

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