

August 12, 2013

### **Burger 21 heads West with first Arizona franchise agreement**

A new burger joint from the owners of the Melting Pot is coming to the Phoenix market. Tampa-based [Burger 21](#) announced this week it has awarded its first West Coast franchise to open in Chandler next year.



The fast casual concept has partnered with [Dan Lenhauser](#), a local franchise veteran with experience operating Subway restaurants. Lenhauser will open the first Burger 21, with plans for additional units.

With the success of the three Melting Pot locations, the Phoenix market seemed a good fit for Burger 21, said [Dan Stone](#), vice president of franchise development with parent company Front Burner Brands.

"We knew the market well," he said, adding its existing infrastructure and relationships with distributors has allowed Burger 21 to open additional locations at a rapid clip since launching in 2010.

Burger 21 offers 21 burger options, as well as shakes, fries, salads and additional options such as chicken burgers and gluten-free offerings.

The concept's franchise fee is \$40,000, Stone said, with discounts starting at four-unit agreements. Even with the initial deal for the Chandler store, additional opportunities are available for the Phoenix area. The company envisions about a dozen locations in Phoenix, Stone said, though total numbers will depend on performance of the brand.

Most Burger 21s range from 2,200 to 3,000 square feet, with a similar order-at-the-counter format as other fast casual restaurants. However, Burger 21 incorporates elements of a more traditional sit-down eatery with servers, dubbed "movers," who will refill drinks and take additional orders.

Depending on the real estate site selected, franchisees can expect the total investment for one restaurant to be approximately \$414,495 to \$831,995.

With the Chandler announcement, Burger 21 expands its footprint to nine states. Currently, nine Burger 21s are open, with 17 in development.