

BUYING INTO BETTER BURGERS

Are you familiar with “better burger” concepts? According to the food research and consulting firm Technomic, the better burger restaurant category includes establishments that use fresh meat and make sandwiches to order. But why stop there? Burger 21 defines its own segment within the fast-casual industry. We call it, “beyond the better burger.” Burger 21 kicks up the menu variety, quality, décor and experience, providing chef-inspired tastes at an affordable price.¹



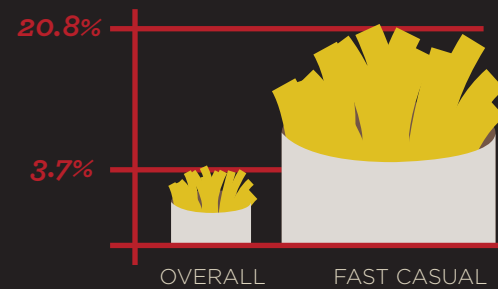
40% OF CONSUMERS EAT BURGERS AT LEAST ONCE A WEEK¹



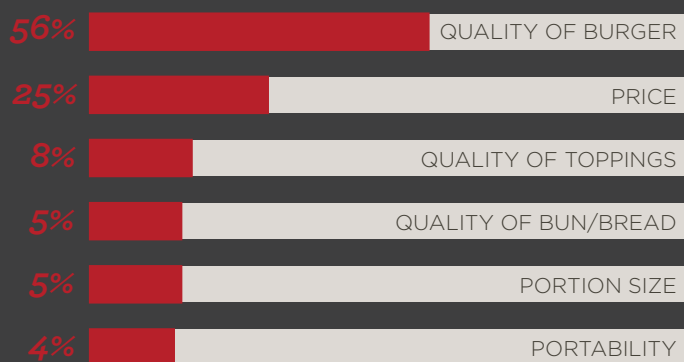
\$75 BILLION

TOTAL REVENUES GENERATED WITHIN THE QSR AND FAST CASUAL BURGER INDUSTRY¹

FAST CASUAL CONCEPTS DOMINATE BURGER INDUSTRY GROWTH¹



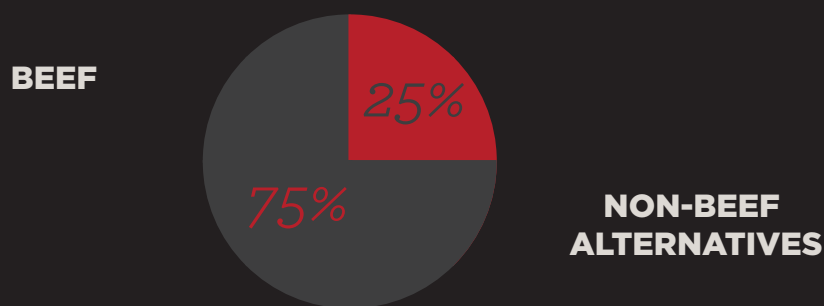
WHAT IS MOST IMPORTANT TO CUSTOMERS WHEN ORDERING A BURGER IN A RESTAURANT?¹



WHY THE NAME BURGER 21?

10 BEEF
 10 NON BEEF
 (CHICKEN, TURKEY, VEGGIE, SEAFOOD)
 + 1 FEATURE BURGER
 = 21 CHEF INSPIRED BURGERS

WHAT BURGER 21 CUSTOMERS ARE ORDERING:



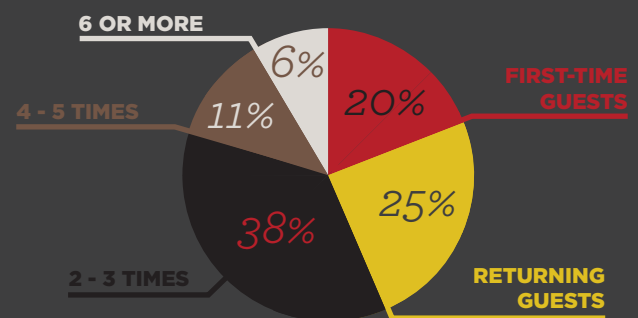
REVENUE SOURCES at BURGER 21



BURGER 21 ATTRACTS STRONG CROWDS AT BOTH LUNCH AND DINNER

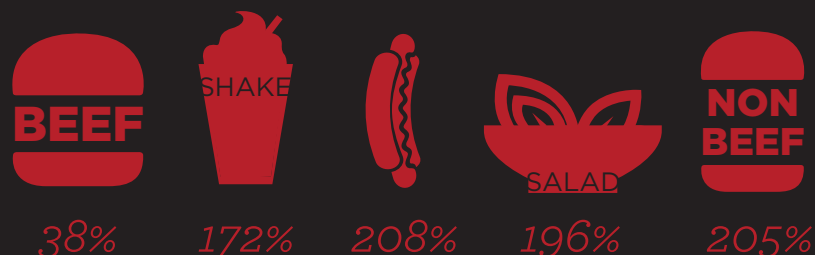


HOW OFTEN BURGER 21 CUSTOMERS return in a given month



BURGER 21 MENU VARIETY

Based on an online audit on 18 better burger franchises, Burger 21 was found to offer significantly higher variety in its menu offerings across multiple menu categories. The percentages reflect the increased variety Burger 21 has versus the average of its competitors.²



AVERAGE UNIT VOLUME⁴:
\$1.75 million



CRAFTED BURGERS AND SHAKES

¹SOURCES

1) RESEARCH OBTAINED FROM TECHNOMIC BURGER CONSUMER TREND REPORT AND MARKET INTELLIGENCE REPORT: BETTER BURGERS.
 2) ONLINE AUDIT OF MENUS CONDUCTED BY A THIRD PARTY AGENCY CONSISTED OF BETTER BURGER FRANCHISE BRANDS CITED BY TECHNOMIC AND THOSE NAMED AS "12 BURGER CHAINS TO WATCH" PUBLISHED ON BURGERBUSINESS.COM AND "8 BETTER BURGER CHAINS POISED TO CONQUER AMERICA" BY [BUSINESS INSIDER](http://BUSINESSINSIDER.COM).

3) BURGER 21 DATA COMPILED FROM VARIOUS INTERNAL SOURCES AND DATES THROUGHOUT 2013.
 4) ADDITIONAL INFORMATION ON THE 2013 AUV IS AVAILABLE IN THE BURGER 21 FRANCHISE DISCLOSURE DOCUMENT. CONTACT BURGER 21 FRANCHISE DEVELOPMENT AT 813-425-6252 FOR ADDITIONAL INFORMATION.
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