



A LETTER FROM OUR FOUNDER

At Burger Urge, our franchisees are the heartbeat of our brand. Their success is our success, and we are committed to building strong partnerships with those who share our passion for delivering exceptional food—without shortcuts, compromises, or corporate fluff.

There's no McNothing here. Just real, high-quality food with an authentic, anti-establishment edge. Our franchisees are leaders—original thinkers who aren't afraid of hard work, who thrive in fast-paced environments, and who take pride in making a positive impact on their customers, their teams, and the industry. They's also successful business-people, most already multi-store owners.

We're not just building burger restaurants—we're building a movement. If you believe in doing things differently, leading with integrity, and serving incredible food the right way, then we want to work with you. If this sounds like you, keep reading—and reach out to our franchising team today.

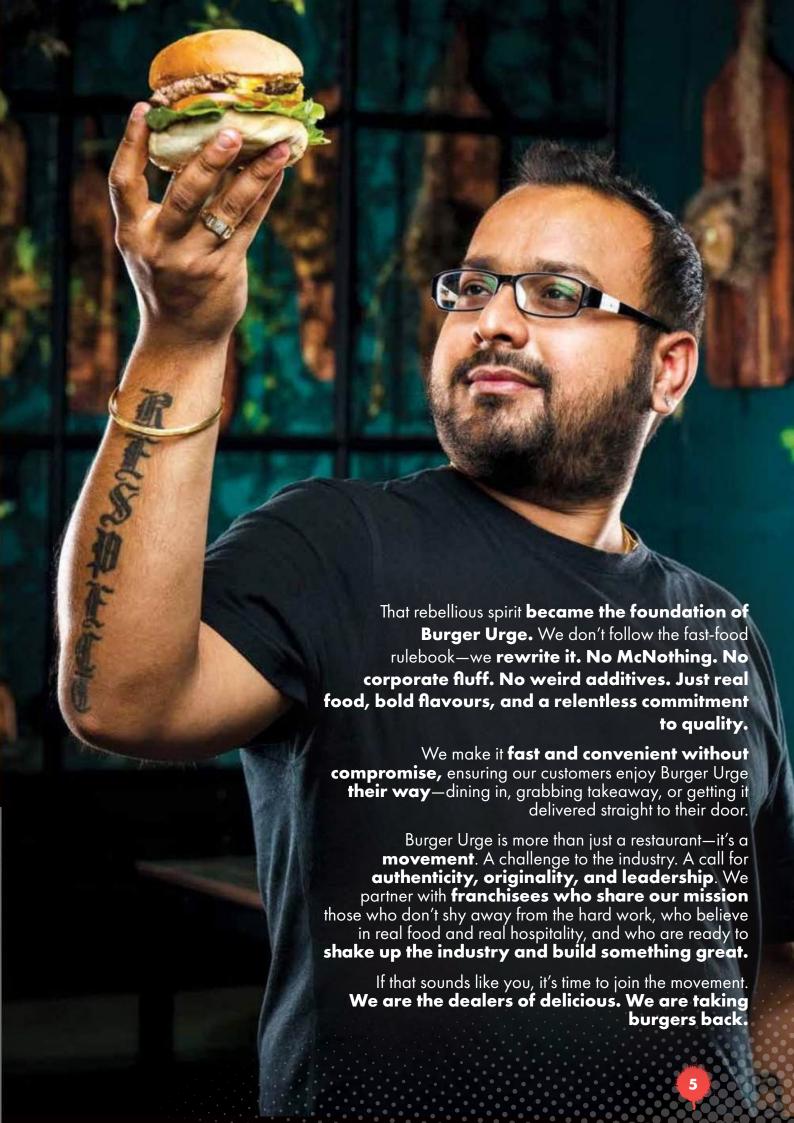


BURGER URGE: THE ANTI-ESTABLISHMENT BURGER MOVEMENT

Burgers have been around since the **17th century**, a timeless, global favourite. But in the mid-1900s, something went wrong. Fast-food giants took over, **sacrificing quality for speed and profit.** Factory farms, cheap ingredients, and mass production turned a once-wholesome meal into a soulless, artificial product.

Then, two brothers decided to **take burgers back**. From a tiny kitchen in Brisbane, they did things differently—**baking fresh bread, hand-cutting chips, and crafting sauces from real ingredients.** No shortcuts. No artificial nonsense. Word spread, and soon, lines formed outside their shop.





BRAND GROWTH

Burger Urge is in its 18th year. We've matured, built a proven business model, expanded nation-wide and have started a new growth trajectory.

Today we are at 30 venues, in 5 years we will be at 65, run by carefully selected franchisees ready to own their own future and the future of Australian fast food. Will one or more of these venues be yours?

2007 First ever Burger Urge was opened by brothers Sean and Colby Carthew, determined to offer Brisbane residents high quality burgers

2012 – The first Franchised Burger Urge opened, and still runs today!



2019 – Burger Urge launches our World's Hottest Burger campaign, receiving national media attention

2020 - Burger Urge enters the VIC market with the opening of our thriving Wodonga venue

2020 – Burger Urge pivots and changes to successfully get our venues and franchisee family through Covid



BRAND GROWTH

Jack Lines

2021 – Burger Urge launches Bite Club – our mobile app driving customer loyalty, with over 88K members

2021 – Won the Gold Award for Brand Identity at the BETTER FUTURE Awards

2021 – Burger Urge opens its first NT venue – a venue smashing \$3M+ annually in revenue in Palmerston

2023 + 2024 - Burger Urge wins 2 x annual national QSR awards for Best Marketing Campaign

2024 - Burger Urge reaches 29 thriving venues

2025 - A doubling a network sales volume since 2021



Tom Whyte & Family, Burger Urge Franchisees

THE BUSINESS MODEL

The cost to establish a new Burger Urge venue typically ranges from \$600K to \$1.2M, depending on size and features. We're accredited with multiple financial providers, with lenders offering up to 60% funding, subject to franchisee circumstances.

Our business model is designed for strong financial performance, targeting the following as minimums:

- 10% EBITDA + \$80K salary for the franchisee/store manager
- \$2M+ in annual revenue
- ROI within three years or less

While Burger Urge is a proven franchise, every new business carries risk, and success isn't guaranteed. Your leadership, commitment, and ability to execute our proven systems will determine your store's performance. We're here to support you every step of the way, working transparently to help you achieve success.

Becoming a franchisee is a significant investment and personal commitment. We encourage you to ask questions, seek independent advice, and ensure you're making the right decision for your future. As you move through the process, we'll provide detailed financial information to help you make an informed choice.



OUR VALUES

NO COOKIE-CUTTER BS

Authenticity is everything. Our venues are unique, each meal is hand-made and our franchisees are leaders who never settle for ordinary.

HONEST & TRANSPARENT

No secrets, no shortcuts. From our ingredients to our business model, we keep it real.

CREATE EXPERIENCES

We don't just serve food—we create memorable experiences with great burgers and great service.

WE'RE A FAMILY

Franchisees, crew, and customers—we support each other and make a difference together.

THE FUTURE IS OURS TO DISRUPT

We challenge norms and push boundaries to redefine fast food. No risk = No fun.



"OUR FIRST STORE EXCEEDED ALL EXPECTATIONS -STRONG SALES, **A GREAT** TEAM, AND **A THRIVING BUSINESS. PAYING IT** OFF IN FULL **WAS A HUGE MILESTONE, AND NOW WE'RE OPENING OUR** SECOND."

Greg & Nicole Dean, Burger Urge Franchisees

BURGER URGE CUSTOMERS

Our customers are more like ride-or-die fans – and we wouldn't have it any other way!

Every burger, every smile, every fresh ingredient—it's all about making each visit unforgettable. Whether you're on the grill, at the counter, or running the show, delivering an epic experience is what we do.

Our customer service team isn't just here to help—they're here to surprise and delight. With Bite Club perks, exclusive events, and killer limited-time offers, we keep our cult-like crew coming back for more.

If you're all about creating legendary moments, welcome to Burger Urge.



CONSTANT 5 STAR REVIEWS



"I come here at least once a week and the consistency in high-quality food, cleanliness, and friendliness of staff is what keeps me coming back." - Ben V



"It was the most delicious burger I've had in 35 years. The taste was very impressive, and I will only eat burgers here from now on." -Mason Min



"Our whole company comes over to Burger Urge once a week and we never receive anything but the best service." - Cody Jane



"I live local to Burger Urge and have been eating here for 5+ years. I've never had a bad experience! Great staff and great food!" - Oliver Van Dyk

OUR CURRER

BUN

Burgers served on a Seeded Signature

> Glazed Potato Bun Free swap out

> Gluten-Free Bun Add \$2

SMASHED BEEF

- lettuce, red onion and special:

 > Single 2300kJ \$12

 1 x beef patty, 1 x cheese

 > Double 3480kJ \$15 ▶

 2 x beef patties, 2 x cheese

 > Triple 4650kJ \$18

 3 x beef patties, 3 x cheese



BEEF

BOSTON CHEESE 3050kJ \$13 Beef patty, cheese, pickles, tomato, lettuce, special sauce and aioli

NEW YORKER 3050kJ \$15

ickles, tomato, lettuce, smoky BBQ sauce

TRUFFLE BACON DELUXE 3450kJ \$16.5
Beef patty, bacon, cheese, pickles, lettuce, tomato, red onion, truffle

BACON BOI 3400KJ \$16.5 ♠ Bacon studded beef pathy, cheese, bacon, pickles, crispy onions, lettuce tomato, aioli and baconnaise

EL DIABLO

3330kl \$17

Beef patry, cheese, bacon, onion rings, jalapenas, tomato, lettuce, chilli sauce, ranch and aioli Make it fried chicken EL POLLO DIABLO +\$2

BIG BOPPA 3160kJ \$17 Beef patty, cheese, free range fried egg, grilled pineapple, beetroot, red onion, tomato, lettuce, smoky BBQ sauce and aioli

CHONKY BOI 4510kJ \$19.5 2 x beef patty, 2 x cheese, Nashville fried egg, tomato, lettuce, red onion, smoky BBQ sauce and smoky tomato relish Add bacon +\$2



FRIED CHICKEN

SOUTHERN FRIED 2340kJ \$14 Fried chicken breast, pickles, lettuce, special sauce and aioli Make it Nashville spicy +50c

WAIKIKI CLASSIC 2530kJ \$17 Fried chicken breast, bacon, grilled pineapple, let and chilli sauce Make it Nashville spicy +50c

NASHVILLE HOT CHICKEN \$2630kJ \$17 Nashville hot fried chicken breast, jalapenos, pic slaw, aioli and ranch

STICKY HICKORY CHICC 2830kJ \$17.5
Fried chicken breast tossed in sticky BBQ sauce and native spices, bacon, pink lemonade onions, pickles, lettuce, aioli and ranch

THE SPICY BUFFALO 2940kl \$17.5 Fried chicken breast tossed in spicy Buffalo sauce, slaw, pickles, shallots, cheese, aioli and blue cheese sauce.

THICC CHICC 3590kJ \$19.5
2 x fried chicken breasts, lettuce, cheese, pickles, aioli and ranch Make it Nashville spicy +50c
Add bacon +\$2



GRILLED CHICKEN

BYRON CHIC 1950kJ \$15.5 Grilled chicken breast, avocado, lettuce, red onion, tomato, truffle mayo and smoky tomato relish

HOTEL CALIFORNIA 2310kJ \$16 Silled chicken breast, bacon, avocado, lettuce, tomato, ranch and aioli



LITTLE MONSTERS

Served with snack fries and pop-

MINI BEEF 1870kJ \$12 > Beef patty, cheese, lettuce and ke

MINI TENDERS 616kJ \$12 2 x fried chicken tenders



VEGETARIAN

RO CLUCKS 2570kJ \$15.5 V nt-based fried chicken, lettuce, pickles, special sauce and aioli ske it Nashville spicy +50c

THE MEDITERRANEAN 2150kJ \$16 S Falafel patty, beetroot hummus, chargrilled capsi pink lemonade onions and tzatziki

THE SMASHING PUMPKIN 2140kJ \$16 ♥ ♥ Pumpkin pathy, cheese, capsicum, Nashville spice mix, aioli, lettuce, omato, smoky tomato relish, red onion, crispy onions.

POSSIBLE BOSTON 1780kJ \$17 V possible patry (plant-based), sees, pickles, tomato, lettuce, acial sauce and aioli take it vegan +\$2



SALADS

ARMER 2060kJ \$18

GARDEN HARVEST \$19 With Falafel Bites 1870kl () (>) With Grilled Chicken 1570kl



BURGER ADD-ONS

EXTRA BEEF PATTY, GRILLED EXTRAS

OR FRIED CHICKEN Add \$5

EXTRA IMPOSSIBLE PATTY (PLANT-BASED) Add \$6

▼ VEGETARIAN
▼ VEGAN FRIENDLY

SPICY
▼ SPICY
▼

A 15% surcharge applies on public holidays . The average adult daily energy intake is 8700kl



SIDES & SHARING

SWEET POTATO FRIES () 2310kJ \$8.5

ONION RINGS (0) 1730kJ \$8.5

- Cauliflower Bites 1730kJ \$8.5 V
 Served with Chipotle mayo
 Tossed in spicy Buffalo sauce, blue cheese souce and shallots

- CHICKEN TENDERS

 Chicken Tenders 1470Ы \$10

 3 x fired chicken tenders served with chiposle mayo

 Buffalo Tenders 950Ы \$10

 2 x fired chicken tenders tossed in spicy Buffalo sauce, blue
- 2 x fried chicken tenders tossed in spicy Burian s cheese sauce and shallots Sticky Hickory Tenders 728kJ \$10 2 x fried chicken tenders tossed in sticky BBQ sa spices, shallots and pink lemonade onions



with smashed beef, cheese, lettuce, pickles, pickled pink onions and special sauce Make it vegetarian with an Impossible (plant-based) patty +\$3

DIPPING Aloli Baconnaise Blue Cheese Sauce SAUCES Cheese Sauce Chilli Chipole Mayo Ranch | Smoky BBQ | Special Sauce Truffle Mayo | Tomato Ketchup | Tzatziki 🗞 | Vegan Aloli 🗞 \$2ea

VEGETARIAN () VEGAN FRIENDLY / SPICY

DRINKS

WATER \$3.5

IBLY PASSIONFRUIT ARKLING WATER \$4

OFT DRINK \$4 epsi | Pepsi Max | Sunkist emonade | Solo

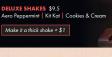
LEMON LIME & BITTERS \$5.5

LIPTON PEACH ICE TEA \$5.5

KID'S POP TOP JUICE \$3.5

Apple | Orange

SHAKES











SCAN FOR ALLERGENS





THE GOOD STUFF

We are only as good as the company we keep and Burger Urge is proud to offer only the highest quality produce.

PREMIUM BEEF

Our beef grew up on the green stuff. No wonder it's so tender. Sustainability sourced from the paddocks of Northern QLD. Good for the taste buds, the soul and the planet!

FREE RANGE CHICKEN

Our poultry guy – he's a good egg. We believe in sustainable and ethical farming. Animals should live on farms and in barns – not cages. We only use free range chicken, free range eggs and free range mayonnaise.

POTATOES

Chips off the old block! We source our chips from local spud farmers. They may look French, but our fries are 100% Aussie locals.

VEGES

Lettuce tell you about our greens from the rich soil of Bacchus Marsh. Just cos. Our tomatoes are the best thing to come out of Bowen in a while, and our mushrooms are QLD born and bred.

BREAD

Our buns are au naturel. No implants here. Handbaked and delivered seven days a week. Our flour is sourced from local farms around the Goondiwindi Region.









QUICK-SERVICE MODEL

Quick-Service Model (<130m2, focus on takeaway & short dining)

RESTAURANT MODEL

Restaurant Model (<130m2, experiential dining & unique theme)















Some of the many ways Burger Urge HQ supports you

Our exceptional team of professionals at Burger Urge HQ is dedicated entirely to supporting our franchisees. Our leadership team and support staff live and breathe franchise operations, ensuring you benefit from industry-leading efficiencies, streamlined operations and maximum

OPERATIONS

At Burger Urge, franchisee success is our success—and our powerhouse HQ operations team is here to make it happen.

From monthly benchmarking data to training, systems optimization, staffing support, and supply chain management, we provide the tools and insights franchisees need to thrive. We're not just here to help; we're here to ensure every Burger Urge location runs at its best, every single day.

With a team of experienced industry pros by your side, you're never in it alone.

TECHNOLOGY

We leverage cutting-edge technology to make running your franchise easier and more profitable. From seamless ordering systems to intuitive business management tools, we use tech to enhance customer experiences while maximising operational efficiency. Our technology solutions are designed to reduce workload, improve guest satisfaction, and drive better business outcomes.

MARKETING

At Burger Urge, marketing isn't about gimmicks—it's about building a brand people love. We've created a cult following by building a brand that is free-thinking, bold, fun and not too serious — except when it comes to the quality and epicness of our food. Our marketing communicates these values with the market and stands out from the competition. Every campaign, from venue Opening Day parties to headline-making limited-time offers, is designed to grow our brand and drive success for our franchise partners.



PROPERTY

Location is everything in hospitality, and our dedicated property division is here to help. We assist in site selection, negotiate the best deals, and oversee high-quality fit-outs—ensuring every Burger Urge location is positioned for maximum success. Whether you're opening your first store or expanding your burger empire, we're with you every step of the way.

PRODUCT

A great business starts with a great product, and we never compromise on quality. Our dedicated product development team is obsessed with sourcing the best ingredients, creating bold flavours, and continuously innovating to keep our menu fresh and exciting. The result? Happy, loyal customers who can't get enough—driving better sales and profitability for our franchise partners.



TRAINING & SUPPORT

With Burger Urge, you're in business for yourself but never by yourself. Our comprehensive training and support ensure you're fully equipped to run a profitable, high-performing restaurant.

- Comprehensive Training 8 weeks of hands-on training covering operations, finance, and marketing.
- Ongoing Coaching Continued support from our experienced operations team to help you grow.
- Marketing & Branding National campaigns, in-store promotions, and local marketing strategies to keep customers coming back.
- HR & Recruitment Support Guidance on hiring and managing staff to build a strong, motivated team.
- Site Selection & Fit-Out Assistance in securing prime locations and overseeing store development to ensure a smooth launch.

WE WALK THE TALK

Unlike some franchise brands, we don't just sell a system—we actively operate our own Burger Urge locations. We know exactly what it takes to run a successful store, and that first-hand experience allows us to provide the best possible support to our franchisees. The majority of our franchisees have already grown to own multiple locations, proving the strength of our model.



Steps to become BURGER URGE a franchisee with BURGER

1 ENQUIRE

Complete the Franchise Enquiry Form to get started.

2 INITIAL INFO + REQUIREMENT CONFIRMATION

You will receive information on what is required to become a Burger Urge franchisee. If you meet these requirements, you are invited to book a 15 minute call.

3 CALL WITH BURGER URGE

A call with our Franchise Development Manager to discuss the Burger Urge model, current opportunities + our required documentation. High level financials may be sent at this point to demonstrate the model.

4 SUBMIT YOUR DOCUMENTATION

Send us the required documentation to progress through the on-boarding process.

5 IN PERSON MEETING

Following your documentation submission, you may be invited to an in-person meeting at Burger Urge HQ in Brisbane QLD. At this meeting we will review venue financials, the commercial model, required investment + venue case studies.

6 IN-VENUE TRIAL

A \$2 non-refundable deposit is required at this time. You then spend three days in a Burger Urge venue to experience daily operations first hand.

DO OUR CURRENT OPPORTUNITY LOCATIONS SUIT YOU?

YES

NOT CURRENTLY

7 D.D. & BUSINESS PLAN

At this point, we will offer you exclusivity on a venue. Create a detailed business plan for your location and conduct due diligence.

8 MAKE IT OFFICIAL

Sign your Disclosure Document and Franchise Agreement.

9 MANAGEMENT TRAI

Complete our 8-week management training + venue construction. Fees due:

- \$50K Franchise Fee
- \$20K Training Fee
- \$3K Document Fee
- \$10K Premise Fee
- \$30K Project Management Fee

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Conduct Due Diligence, sign Disclosure Document and Franchise Agreement. Pay refundable \$50K Franchise Fee.

7 D.D. & FRANCHISE FEE

8 VENUE SELECTION

We begin the search for the ideal venue for your Burger Urge in your preferred location. Up to 3 locations we are confident will support the business model will be presented to you. If you deem none-suitable, your \$50K is refunded.

9 MANAGEMENT TRAINING

Complete our 8-week management training + venue construction. Fees due:

- \$20K Training Fee
- \$3K Document Fee
- \$10K Premise Fee
- \$30K Project Management Fee

10 OPENING DAY & BEYOND

We guide you through your launch and ongoing success—because your growth is our priority!



FRANCHISE INVESTMENT

Joining Burger Urge means partnering with a strong, growing brand.

Here's what to expect:

 TOTAL Setup Costs – From \$350,000 (existing site) to \$600,000– \$1,200,000 (new venue) + GST.

This is made up of the cost of your venue construction, plus:

- Franchise Fee \$50,000 (5-year term + 5-year renewal).
- Training Fee \$20,000
- Premise + Document Fee \$13K
- Construction Project Management Fee - \$30K

Ongoing fees:

- Royalty Fee 7% of weekly gross sales.
- Marketing Contribution 3% of weekly gross sales.

Finance:

 Financing Options – Lender-accredited franchise system with up to 60% financing for qualified applicants.



WHAT ARE WE LOOKING FOR

We want passionate, driven individuals eager to build a thriving business.

- Strong leadership and work ethic.
- Passion for great food and service.
- Ability to thrive in a fast-paced hospitality environment.
- Commitment to following proven systems and processes.
- Strong connection with your local community.

Prior hospitality experience or business ownership is great, but not essential – attitude and dedication are what matter most.



"OWNING A BURGER URGE FRANCHISE HAS BEEN AN INCREDIBLE **BUSINESS MOVE. BOTH** OUR LOCATIONS HAVE OUTPERFORMED EXPECTATIONS, AND THE FINANCIAL **SUCCESS HAS MADE** THE JOURNEY **MORE THAN WORTHWHILE"**

Adam & Phoebe Gardiner, Burger Urge Franchisees

SETTING YOU UP FOR SUCCESS

At Burger Urge, we know that hands-on experience is the key to running a successful venue. That's why we expect all new franchisees to work full-time as the venue manager for at least the first 12 months—because the best leaders know their business inside and out.

COMPREHENSIVE TRAINING PROGRAM

 Before launch, franchisees complete an intensive 8-week in-venue training covering every aspect of operations, finance, and marketing. You'll learn firsthand how to run a high-performance restaurant, supported by our experienced team.

ONGOING SUPPORT & GROWTH

- Coaching & Operations Support Our seasoned operations team is always in your corner, helping you fine-tune and grow your business.
- Marketing & Branding National campaigns, in-store promotions, and local marketing strategies designed to keep customers coming back.
- HR & Recruitment Guidance on hiring, training, and managing a top-tier team.
- Site Selection & Fit-Out Support in securing the best locations and ensuring a seamless store launch.

A LAUNCH THAT STANDS OUT

- We take new restaurant openings seriously. Our team works with you months
 in advance, ensuring everything—from staffing to marketing—is in place for an
 unforgettable grand opening.
- At Burger Urge, we set you up for success and stand by you every step of the way.

READY TO TAKE THE REXT STEP?

If you're hungry for success and ready to own a standout business in the QSR space, let's talk!



Visit: burgerurge.com.au

Call: Veronica Gravolin - 0427 088 886

Email: franchise.enquiry@burgerurge.com.au



EST. 2007