

# **NN BURGER**

CRAFT BURGERS • EXTREME SHAKES • LIVE MUSIC

## **FRANCHISE OWNER OPPORTUNITY**



Single Unit • Multi-Unit • Area Developer



VOTED "BEST BURGER" IN STATE-WIDE COMPETITION 6 YEARS IN A ROW!

OUR LOCATIONS USE ENERGY-EFFICIENT AND ECO-CONSCIOUS MATERIALS!



TYPICAL RESTAURANT SPACES RANGE FROM 2500-4000 SQ-FT. WITH OUTDOOR PATIO SEATING.

## THE **NN** NO-NONSENSE APPROACH

*No-Nonsense: (adjective)*

*Straightforward, Forthright, Upfront, Matter-of-Fact, Down-to-Business, Down-to-Earth*

When it comes to how we run our business and how we make our burgers, **"No Nonsense"** is our motto. Always straightforward, we choose only the best ingredients; such as our Premium Wagyu Beef, sourced from a 4th-generation family-owned butcher. Our experienced hospitality-experts are trained to provide Down-to-Earth service and an upfront, clean, and genuine atmosphere. Matter-of-fact, we are dedicated to providing the rarity of No-Nonsense Burgers, No-Nonsense Service, and a No-Nonsense Dining Experience to every guest we serve.

NN Burger - The No-Nonsense Craft Burger Business.

## DECADENT FREAKSHAKES



## HAND-CRAFTED BURGERS



## FAMOUS TWISTER CHIPS



## AUTOMATIC HAND-WASHING STATION



## NO-NONSENSE QUALITY

We provide only the highest-quality ingredients to our guests. Choose from a variety of signature burger blends, featuring the 100% all natural Wagyu-Beef Patty. This flavorfully-marbled cut contains no added antibiotics, steroids, or hormones. Known for our original Twister Chips, fresh potatoes are ribbon-cut and flash-fried to order. Our Extreme Hand-Spun Milkshakes are carefully created and topped with house-made whipped cream. Our theory is that quality ingredients are the building blocks to a No-Nonsense Meal.

## LIVE ACOUSTIC MUSIC



## FROZEN BEER HEAD



## FUN & FRESH MARKETING



## MASON JAR COCKTAILS



# WHY NN BURGER?

- Our award-winning craft burgers, featuring premium-quality toppings
  - Our decadently-topped “Extreme Milkshakes”  
(This sets us apart from other fast-casual concepts)
- Our unique sides, which serve as an alternative to common french fries: “Twisters”  
(Made from a whole ribbon-cut potato)
- Our freshly-mixed cocktails served in authentic mason jars, extra-cold beers topped with an original frozen beer head, and our specialty juices, sodas, and teas
- Our intense focus on cleanliness, featuring an exclusive automated hand-washing machine in the dining room, repeating “Wash Your Hands” song in the bathrooms, and “I Have Clean Hands” stickers provided to our guests.
- Our live music, featuring local musicians performing singer/songwriter-style background music for our guests.
- Our fun and whimsical marketing and branding program



# FRANCHISE SUPPORT

**WE CARE ABOUT  
YOUR SUCCESS!**

**WE OFFER  
RESPONSIVE  
SUPPORT!**

OPERATIONS SUPPORT  
MARKETING SUPPORT  
ACCOUNTING SUPPORT  
OVERSIGHT SUPPORT

**NN BURGER  
ENGAGES IN  
CONTINUOUS  
RESEARCH AND  
DEVELOPMENT,  
WHICH STREAMS  
DOWN TO EACH  
FRANCHISE**

NN



# WHAT DO WE LOOK FOR IN AN NN BURGER FRANCHISEE?

**STRONG SALES &  
CUSTOMER  
SERVICE  
ABILITIES**



**PROBLEM SOLVER**

**STRONG LEADERSHIP & BUSINESS BACKGROUND A PLUS**

**DEMONSTRATE HONESTY & PROFESSIONALISM**

**HIGH PERSONAL STANDARDS & DRIVE**

**ORGANIZED & EFFICIENT**



**FRIENDLY,  
CAN-DO ATTITUDE**

**OVERALL, A GREAT PROSPECTIVE CANDIDATE FOR NN BURGER  
SHOULD HAVE GOOD PEOPLE SKILLS, A MANAGERIAL MINDSET, AND  
SHOULD MAKE THE MOST OF EVERY OPPORTUNITY TO DEVELOP THE  
BUSINESS. THEY SHOULD BE WILLING AND ABLE TO CONVERT  
EVERYONE WHO ENTERS INTO SATISFIED CUSTOMERS, AND GET  
THEM TO COME BACK REPEATEDLY.**



**INTRODUCTION  
TO FINANCING  
OPTIONS  
AVAILABLE**

**MUST BE ABLE  
TO MEET INITIAL  
FINANCIAL REQUIREMENTS  
OR OBTAIN CAPITAL**

**MINIMUM \$99,000 NET WORTH**



# INVESTMENT

Becoming a Franchise Owner will take some initial investment up front. The following is a chart that showcases the initial investment needed to open your own NN Burger, including costs on the low and high ends.

DESCRIPTION	LOW	HIGH
Real Estate/Rent	\$2,500	\$16,000
Utility	\$300	\$1,000
Leasehold Improvements	\$125,000	\$400,000
Market Introduction Program	\$12,000	\$20,000
Furniture, Fixtures, and Equipment	\$190,000	\$220,000
Computer Systems	\$10,000	\$16,000
Insurance	\$4,000	\$10,000
Vehicle	\$0	\$40,000
Signage	\$5,000	\$15,000
Office Expenses	\$1,000	\$2,000
Inventory	\$15,000	\$20,000
Licenses & Permits	\$3,000	\$5,000
Dues and Subscriptions	\$0	\$1,000
Professional Fees	\$1,500	\$3,000
Working Capital	\$75,000	\$125,000
<b>TOTAL BEFORE FRANCHISE COSTS</b>	<b>\$440,000</b>	<b>\$886,000</b>
<b>AVERAGE</b>		<b>\$643,150</b>
Training	\$6,000	\$15,000
Franchise Fee	\$35,000	\$35,000
<b>TOTAL WITH FRANCHISE COSTS</b>	<b>\$485,300</b>	<b>\$944,000</b>

**AVERAGE**

**\$714,650**

# INTERESTED?

## NEXT STEPS

THE APPLICATION PROCESS:  
FILL OUT THE EVALUATION FORM! THEN,  
FOLLOW THE NEXT STEPS

## CONTACT US

800-460-5611

INFO@NNBURGER.COM

NNBURGER.COM/FRANCHISE



# NN BURGER

CRAFT BURGERS • EXTREME SHAKES • LIVE MUSIC