

BURGER URGE

FRANCHISE INFO PACK



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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're 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.



Sean Carthew
Founder + CEO



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.





That rebellious spirit became the foundation of Burger Urge. We don't follow the fast-food rulebook—we rewrite it. No McNothing. No corporate fluff. No weird additives. Just real food, bold flavours, and a relentless commitment to quality.

We make it fast and convenient without compromise, ensuring our customers enjoy Burger Urge their way—dining in, grabbing takeaway, or getting it delivered straight to their door.

Burger Urge is more than just a restaurant—it's a movement. A challenge to the industry. A call for authenticity, originality, and leadership. We partner with franchisees who share our mission those who don't shy away from the hard work, who believe in real food and real hospitality, and who are ready to shake up the industry and build something great.

If that sounds like you, it's time to join the movement. We are the dealers of delicious. We are taking burgers back.

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?

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

'12 The first Franchised Burger Urge opened, and still runs today!

'17 Burger Urge expands to NSW, with our Glendale venue – which is still open today

'19 Burger Urge launches our World's Hottest Burger campaign, receiving national media attention today

'20 Burger Urge enters the VIC market with the opening of our thriving Wodonga venue

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

'21

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

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

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

'23

Burger Urge wins annual national QSR awards for Best Marketing Campaign

'24

Burger Urge wins annual national QSR awards for Best Marketing Campaign, AGAIN!

'25

A doubling a network sales volume since 2021

THE BUSINESS MODEL

The Burger Urge franchise model is built for hands-on operators who want to own and grow a scalable hospitality business within a proven system.

The model is designed around strong unit-level performance, operational discipline, and repeatable systems that support consistent execution across the network. Burger Urge provides the brand, processes, training, and operational frameworks, while Franchise Partners are responsible for day-to-day leadership, people management, and commercial performance.

When operated in line with the Burger Urge system, the business model is structured to support the following indicative performance outcomes:

Sustainable store-level profitability

Competitive owner-operator or store-manager remuneration

Strong revenue potential driven by repeat trade and local market engagement

A pathway to capital recovery within a commercially reasonable timeframe

These outcomes are not guaranteed and will vary based on location, operator capability, local market conditions, and cost control. As with any business venture, franchising involves risk and requires active involvement and effective execution.

Burger Urge is not positioned as a passive investment. Success is underpinned by strong leadership, disciplined systems adherence, and a commitment to operational excellence. Franchise Partners who engage with the model, lead their teams effectively, and focus on consistent execution are best placed to achieve sustainable results.

Becoming a Burger Urge Franchise Partner represents a long-term business commitment. Candidates are encouraged to undertake thorough due diligence, ask questions throughout the process, and seek independent professional advice. Detailed financial and operational information is provided as part of the formal disclosure process to support informed decision-making.

OUR VALUES

01

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.

02

HONEST & TRANSPARENT

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

03

CREATE EXPERIENCES

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

04

WE'RE A FAMILY

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

05

THE FUTURE IS OURS TO DISRUPT

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



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.



THE GOOD STUFF

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.

WE ARE ONLY AS GOOD AS THE COMPANY WE KEEP AND BURGER URGE IS PROUD TO OFFER ONLY THE HIGHEST QUALITY PRODUCE.

BURGER URGE HQ

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 profitability.

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 maximizing 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.

BURGER URGE

WELCOME TO
BITE CLUB



BITE CLUB

DEALERS OF DELICIOUS

TRAINING & ONBOARDING

8-WEEK TRAINING PROGRAMME

All approved Franchise Partners of Burger Urge complete a structured eight-week training programme designed to prepare you for successful ownership and operation of a Burger Urge venue.

Training is practical, immersive, and focused on building operational confidence, leadership capability, and commercial understanding prior to store opening or settlement.

STRUCTURE

The programme combines:

- In-venue practical training
- Classroom-based systems learning
- Online modules and assessments
- On-the-job experience with an operating Burger Urge venue

Training is delivered by experienced Burger Urge trainers and operational leaders.

WHAT'S COVERED

Across the eight weeks, training includes:

- Burger Urge systems, processes, and standards
- Food preparation, quality control, and safety
- People leadership, rostering, and culture
- Financial fundamentals, cost control, and reporting
- Customer experience and brand execution
- Local area marketing and community engagement
- Pre-opening preparation and launch readiness

The programme is designed for owner-operators and hands-on leaders, not passive investors.

COMMITMENT & EXPECTATIONS

Franchise Partners are expected to:

- Attend and actively participate in all training components
- Demonstrate capability across operational and leadership areas
- Be prepared to work within the Burger Urge system and standards

Completion of training is a prerequisite to store opening or settlement.



ON-GOING SUPPORT

SUPPORTING YOU BEYOND OPENING

Once you commence your business journey with Burger Urge, you are supported by an experienced team focused on helping you operate a strong, compliant, and sustainable business. Support is designed to assist you across day-to-day operations, people leadership, marketing execution, and long-term performance.

LOCAL AREA MARKETING & PROMOTIONS

Franchise Partners are supported with structured local area marketing guidance to help drive awareness and repeat visitation. This includes promotional frameworks, brand-approved marketing assets, campaign guidance, and advice on community engagement tailored to your local market.

OPERATIONS & COACHING

Ongoing operational support and coaching is provided through regular contact with the Operations team. This includes performance reviews, operational guidance, and support focused on maintaining standards, improving efficiency, and building strong teams.

HR & RECRUITMENT

Burger Urge provides guidance and tools to support recruitment, onboarding, and people management. This includes role frameworks, recruitment resources, training support, and advice to help Franchise Partners build and retain effective teams.

ONGOING TRAINING

Training continues beyond opening through refresher programmes, system updates, and access to ongoing learning resources. This ensures Franchise Partners and their teams remain aligned with brand standards and best practice as the business evolves.

FACILITIES, MAINTENANCE & EQUIPMENT

Franchise Partners receive guidance on facilities management, maintenance planning, and equipment standards. Support is provided to help ensure venues are maintained in line with brand requirements, operational efficiency, and compliance expectations.

A PARTNERSHIP APPROACH

Burger Urge's support model is built on partnership and accountability. Franchise Partners retain responsibility for day-to-day business performance, supported by systems, guidance, and expertise designed to help the business operate effectively and sustainably.



DISCOVERY PROCESS

01

DISCOVERY CALL

Following your enquiry, you will receive our Franchise Information Pack and take part in an initial discovery call to discuss the Burger Urge franchise opportunity and your background.

02

APPLICATION FORM

Candidates wishing to proceed will complete a Confidentiality Agreement and Expression of Interest to formally commence the assessment process.

03

REQUEST FOR CONSIDERATION

Shortlisted candidates will complete a Request for Consideration questionnaire to provide further detail on experience, motivation, and financial capacity.

04

TELEPHONE INTERVIEW

A structured telephone interview will be conducted to discuss your application, expectations, and suitability for franchise ownership.

05

FINANCIAL DUE DILIGENCE

You will be asked to complete a Financial Declaration outlining your current financial position and investment capacity.

06

FACE-TO-FACE INTERVIEW

Candidates will attend a face-to-face interview with the Franchising team to assess alignment, capability, and commitment.

07

EXPERIENCE DAY

You will attend an Experience Day at an operating Burger Urge restaurant to gain first-hand exposure to the business.

08

BUSINESS PLANNING

Following the Experience Day, candidates will prepare a draft business plan based on the Burger Urge franchise model.

09

PANEL INTERVIEW

Final-stage candidates will participate in a panel interview with members of the Burger Urge leadership team.

10

FRANCHISE DOCUMENTATION & DEPOSIT

Upon approval, Franchise Disclosure Documents and the Franchise Agreement will be issued for review with your professional advisers.

11

EXECUTION OF AGREEMENT & FEES

After completing due diligence and disclosure requirements, franchise documentation will be executed and fees paid.

12

TRAINING

Formal training will commence once all agreements are signed and required payments have been received.

13

STORE OPENING / SETTLEMENT

Following training, you will proceed to store settlement or opening, supported by the Burger Urge team.



FRANCHISE INVESTMENT

UNDERSTANDING THE COMMITMENT

Investing in a Burger Urge franchise is a significant commercial decision. This section outlines the typical investment structure, the nature of the financial commitment, and the expectations placed on prospective Franchise Partners.

This information is provided as high-level guidance only. All candidates are required to complete detailed financial modelling with their accountant and review full disclosure documentation before proceeding.

INVESTMENT OVERVIEW

\$113,000

A Burger Urge franchise investment typically includes the following components:

- Franchise Fee, Training Fee Project Management, Administration
- Design, Draft, construction, Fit-out and equipment
- Initial training and onboarding

\$80,000 – \$120,000

A Burger Urge franchise investment typically includes the following components:

- Pre-opening costs
- Bank Guarantee, Licences, Fees
- Opening stock and working capital
- Staff Employment and training

\$600,000 – \$1,200,000

The total investment will vary depending on:

- Site type and size
- Location and landlord requirements
- Build complexity and services
- Local construction and labour conditions

Final figures are confirmed only once a site is approved and commercial terms are agreed.

ONGOING FINANCIAL COMMITMENTS

Franchise Partners should expect ongoing costs associated with operating a Burger Urge venue, including:

- Royalty and marketing contributions
- Rent and outgoings
- Labour and operating costs
- Local area marketing
- Maintenance and compliance obligations

Burger Urge does not position its franchise as a passive investment. Returns are driven by active involvement, disciplined cost control, and strong people leadership.

THE IDEAL FRANCHISE CANDIDATE

WHO WE ARE LOOKING FOR

- Burger Urge is not for everyone.
- We are not building venues on every street corner.
- We are building a network of hands-on legends, who want to own something bold, local, and built to last.
- Our ideal partner understands that this is a hospitality business, a strong franchise brand, an engaged community and a family. That success comes from turning up every day, with that intent!

WHO BURGER URGE IS NOT FOR

- Anyone wanting a passive income.
- People who dislike working with people, customers or teams.
- Investors who want push everything onto a manager.
- Those who want quick returns without putting in the hours.
- Complainers, energy drainers, or people who chase excuses and deflect accountability.



OWNER-OPERATOR MINDSET

This is not a passive, sit-back investment. Our best operators are in the venue, on the floor, know their team by name, and understand their numbers without needing to ask someone else what is going on.

They: Lead from the front during peak periods. Create a culture that reflects the Burger Urge personality. Treat the restaurant as their main priority, not a side project.

COMMUNITY-FOCUSSED

Our venues perform best when the franchisee becomes the face of the brand in their local area.

Ideal candidates: Engage with local schools, sports clubs, and community groups. Build a following that sees the venue as part of the neighbourhood. Understand that community engagement is marketing, not charity.

ROLL-YOUR-SLEEVES ENERGY

This brand thrives on hustle. We want people who bring energy, who can deal with chaos, and who do not shy away from hard work.

They: Solve problems fast and staying calm whilst doing it. Jump in wherever and whenever needed. Actually enjoy the pace and pressure when it is on.
Celebrating the big moments with their team.

COMMERCIAL ACUMEN

You do not need an MBA, but you do need to understand a P&L and respect the numbers.

Ideal candidates: Manage labour methodically and practically, not emotionally. Understand cost of goods, wastage control, and weekly cashflow management. Make decisions based on data, not gut feel alone.

BRAND FIT

Burger Urge is irreverent, bold, and has personality. Our best franchise partners lean into this rather than sanitise it.

They: Embrace the brand voice. Are comfortable being a little cheeky without crossing the line. Care about the quality and consistency of our food and customer service with an almost obsessive focus.

FINANCIAL REQUIREMENTS

Entering the network is a serious investment and requires responsible financial preparation and on-going monitoring.

Ideal candidates: Have sufficient capital to meet entry costs. Have an additional buffer of capital funds for unforeseen costs during the first six to twelve months. Are financially responsible and disciplined.

LONG-TERM COMMITMENT

We want operators who are ready to build something special for the next 5-10 years.

They: Understand franchising is a partnership, not a transaction. Are invested in growing their venue, their people, and their reputation. Want to build multiple venues once they proved themselves.



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 NEXT 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: Geoff Hargreaves – 0427 088 886

Email: franchise.enquiry@burgerurge.com.au