

FRANCHISE OPPORTUNITY · AREA DEVELOPMENT · QUEBEC AND BEYOND

Elevated fast-casual burger concept from a renowned Montreal restaurateur, seeking area developers

Affordable luxury in a fast-casual format: premium beef burgers, artisanal buns, house-made sauces and elevated American classics, positioned above the mainstream burger chains. The concept was built by a Montreal restaurateur with more than five decades in hospitality, and is now expanding through area development agreements.



LIQUID CAPITAL, APPROX.

\$250K

MODEL

Area developer

FORMAT

Fast casual

TERMS AT A GLANCE

DEVELOPMENT FEE

See brochure

ROYALTY / MARKETING FUND

See brochure

TERRITORIES

**Quebec and
selected markets**

The opportunity

The concept blends culinary craftsmanship with approachability: a menu built on fresh burgers from premium-quality beef, with prime rib sandwiches, lobster rolls, pulled short-rib sandwiches, crispy chicken and gourmet hot dogs. Standardized prep, tech-enabled ordering and a limited SKU menu give a lean, high-margin model with a low labour requirement. The founder's flagship restaurant was ranked among the best steakhouses in the world. Area developers will open and operate several locations in a defined territory, with the right to sub-franchise where agreed.

What makes it attractive

- ☐ A founder with five decades of hospitality and brand-building experience
- ☐ Premium positioning in the fastest-growing restaurant segment
- ☐ Lean operations: limited SKU menu, standardized prep, compact footprint
- ☐ Strong unit economics from day one, designed for multi-unit expansion
- ☐ Distinctive brand identity, design and sourcing transparency
- ☐ Territory exclusivity for area developers

Who it suits

- ☐ An operator or investor group able to develop several locations
- ☐ Multi-unit restaurant or retail experience, or a strong operating partner
- ☐ About \$250,000 in liquid capital per development territory
- ☐ Commitment to quality, consistency and the brand's standards
- ☐ Ambition to lead a territory, not run a single store

Why it is presented this way

The brand name, the founder's identity, the location of the flagship and the full development terms are provided in the confidential brochure, released after a short online application that includes a confidentiality agreement.

Request the brochure

Complete the online application: your details, the territory you have in mind, your multi-unit experience and the confidentiality agreement. The brochure follows by email once approved.

Area development inquiries are handled by Lorne Cassoff, Active Business.

Request the full description

activebusiness.ca/fo-02
or call 514-889-2488

This summary is for information only and is not an offer to sell a franchise. An offer is made only through a franchise disclosure document where required by law. Figures are approximate and may change as the franchise system is finalized.