

CONFIDENTIAL



Bobby's

BURGERS

by Bobby Flay

THE UNBEATABLE BURGER EXPERIENCE



**BURGERS BUILT ON
A POWERFUL**

Brand



“

Bobby's Burgers is where crave ability and approachability intersect to create the **Unbeatable Burger Experience**. We're extremely relatable, yet an element of surprise is infused into every bite. Other concepts simply can't achieve the culinary creativity of Bobby's Burgers.

Bobby's Burgers

”



Bobby's
BURGERS

Bobby's Burgers is disrupting the burger segment.

- ✓ Chef Driven Menu
- ✓ Innovative Equipment
- ✓ Efficient Kitchen Layout
- ✓ Established Proof of Concept
- ✓ 3rd Party Delivery-Focused Tech



Industry
on the

Rise

CHEF-BACKED
CONCEPTS WILL DRIVE

**\$186.3
BILLION**

OVER THE NEXT 5 YEARS

*GlobeNewswire

There are not many new and emerging burger concepts, and many of the category leaders are not evolving, tapping into the exponential growth potential, or have the ability to shift like Bobby's Burgers.

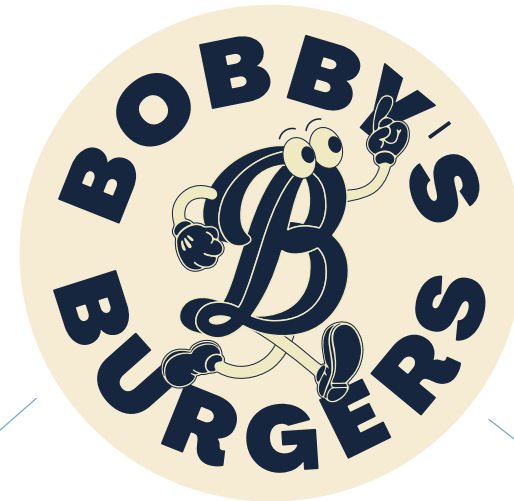


Our *Differentiators*

**BOLD FLAVOURS
INFUSED IN
EVERY BITE**

**FRESH PREMIUM
INGREDIENTS**

**THE TRUE
CHEF-DRIVEN
CONCEPT**



**MADE TO ORDER
IN MINUTES**

**BOBBY'S BRAND
RECOGNITION**

— A DELICIOUS FRANCHISE OPPORTUNITY —

**FRESH INGREDIENTS, ALWAYS
MADE-TO-ORDER AND A**

— OUR MENU —

Surprise

INFUSED IN EVERY BITE

Burgers

CRUNCHBURGER®

Cheese, Potato Chips, Bobby's Sauce

BACON CRUNCHBURGER®

Bacon, Cheese, Potato Chips, Bobby's Sauce

PALACE CLASSIC BURGER

Cheese, Lettuce, Tomato, Pickles, Bobby's Sauce

BOBBY BLUE + BACON BURGER

Bacon, Blue Cheese, Lettuce, Tomato

BRUNCH BURGER

Bacon, Fried Egg, Cheese

NACHO BURGER

Queso, Pickled Jalapenos, Blue Corn Tortilla Chips, Tomato Chipotle Salsa

BBQ SMOKEHOUSE BURGER

Bacon, Cheese, Buttermilk Onion Ring, Chipotle BBQ Sauce



- ✓ Made-to-Order with fresh, never frozen, 100% Certified Angus Beef® 6 oz. patties



- ✓ Cooked to medium or well-done using Bobby's proprietary cooking technique

- ✓ **Crunchified®** — any guest can add a thin layer of potato chips to their burger at no charge

- ✓ **Crunchburger®** — trademarked by Bobby Flay

- ✓ All seven burgers can be prepared with a grilled chicken breast or veggie patty, expanding the menu to 21 options with a uniquely diversified flavour profile

- ✓ Freshly toasted brioche bun



Bobby's
BURGERS

THE MENU

Sandwiches & Sides

FRIED CHICKEN SANDWICH

Slaw, Pickles, Aji Amarillo Mayo,

BOBBY'S VEGGIE BURGER

BBQ Mushrooms, Chickpeas,
Quinoa, Lettuce, Tomato, Cheese,
Bobby's Sauce

FRENCH FRIES

CHEESE FRIES

BACON + CHEESE FRIES

SWEET POTATO FRIES

BUTTERMILK ONION RINGS

Served with Housemade Sauces:
BOBBY'S SAUCE, RANCH,
HONEY MUSTARD HORSERADISH



- ✓ Veggie Burger — A **Beat Bobby Flay** winning recipe
- ✓ Fried Chicken Sandwich — Hand-battered and seasoned to order
- ✓ Buttermilk Onion Rings — Hand-battered and made-to-order
- ✓ Sauces — Bobby Flay proprietary sauces made fresh, in-house



Bobby's
BURGERS

THE MENU

Shakes & Drinks

SHAKES

VANILLA BEAN
DARK CHOCOLATE
COOKIES + CREAM
STRAWBERRY
PISTACHIO

ICED TEA

LEMONADE

FOUNTAIN SODA

BOTTLED SODA

BOTTLED WATER

DOMESTIC BEER

CRAFT + IMPORT

DRAFT BEER



- ✓ Ultra-premium proprietary high butterfat content custard mix
- ✓ Bobby's favourite shake – Pistachio
- ✓ Whipped cream made in house, fresh everyday
- ✓ Beer & wine optional
- ✓ Expanded coffee menu available

Bobby's
BURGERS

THE MENU

Breakfast

SERVED DAILY!

BACON BREAKFAST SANDWICH

Bacon, Soft Scrambled Eggs, Cheese, Potato Chips, Bobby's Sauce, on a Brioche Bun

TURKEY SAUSAGE BREAKFAST SANDWICH

Turkey Sausage, Soft Scrambled Eggs, Cheese, Potato Chips, Bobby's Sauce on a Brioche Bun

BRUNCH BURGER

Certified Angus Beef® Patty, Bacon, Fried Egg, Cheese on a Brioche Bun

BOBBY'S BREAKFAST BURRITO

Bacon, Soft Scrambled Eggs, Cheese, Potato Chips, Avocado, Tomato Chipotle Salsa, Bobby's Sauce wrapped in a Whole Wheat Tortilla

GREEK YOGURT PARFAIT

Blueberries, Blueberry Preserves, Toasted Almonds

CINNAMON MAPLE OATMEAL

Dried Cranberries, Cinnamon, Toasted Pecans topped with Greek Yogurt



- ✓ Now available in select locations
- ✓ 6 delicious breakfast menu items
- ✓ Added daypart to support revenue



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BURGERS

THE MENU



**DESIGNED TO
FIT ANYWHERE IN**

Canada

— A DELICIOUS FRANCHISE OPPORTUNITY —

WE'VE PERFECTED OUR

— CURRENT LOCATIONS —

●
Design

**AND OUR EXPERIENCE
IN OUR HIGH-PERFORMING
LOCATIONS**

Bobby's BURGERS by Bobby Flay



Harrah's Atlantic City



Paris Las Vegas



Harrah's Las Vegas



SOUTHPARK . CHARLOTTE, NC





University Place Mall
Orem, UT



Our Look

STORE DESIGN & FORMATS



Bobby's
BURGERS
by Bobby Flay



Inline & *Endcap*

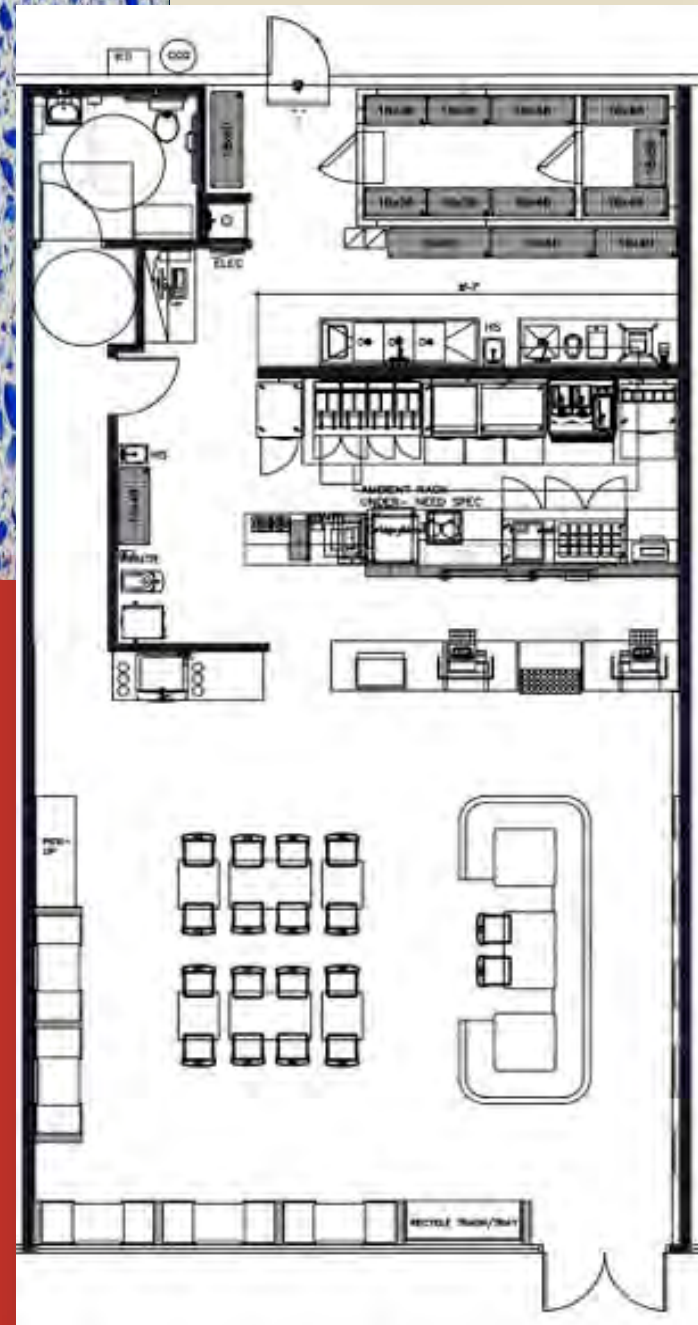


Ideal for traditional shopping, urban areas and lifestyle centres.



2,000± sq. ft.

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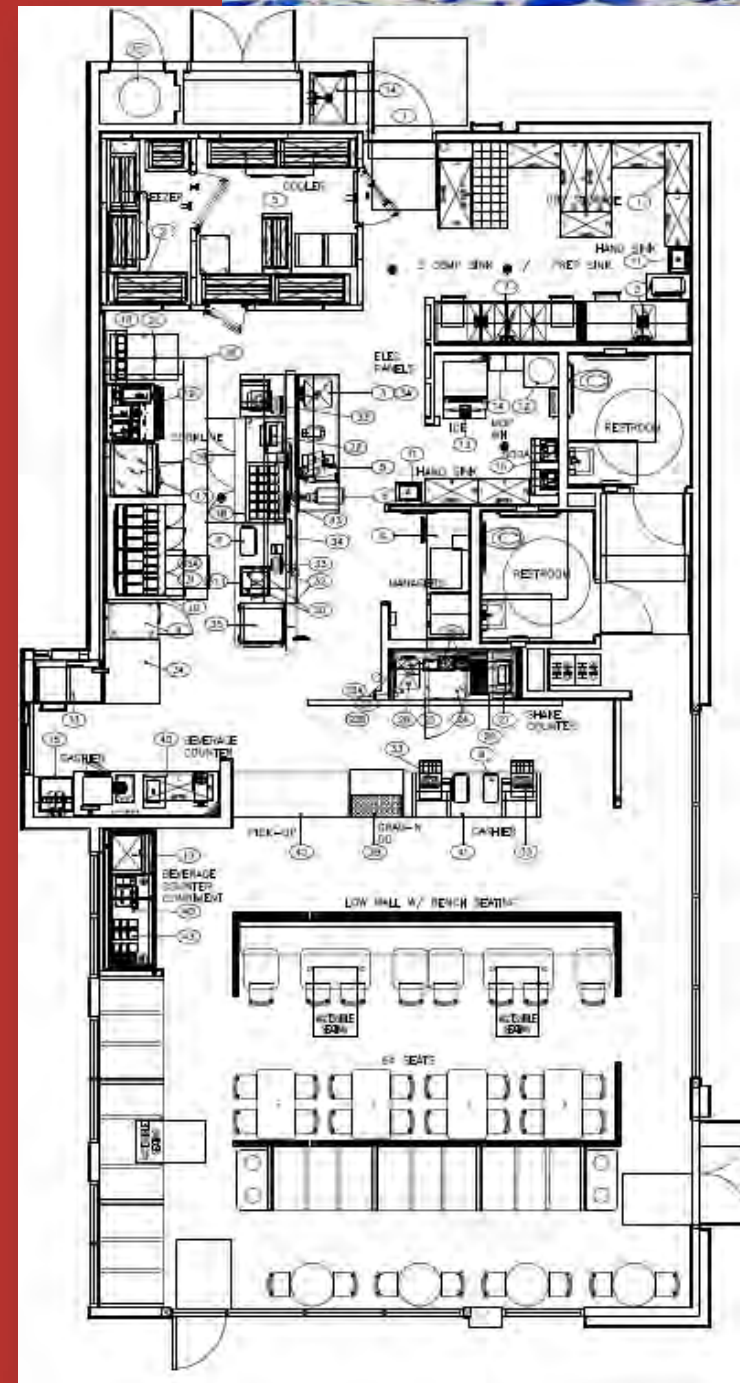


Freestanding

▲ Ideal for traditional shopping and lifestyle centres, outparcels and pad sites with easy accessibility.

▲ 2,400± sq. ft.

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BURGERS

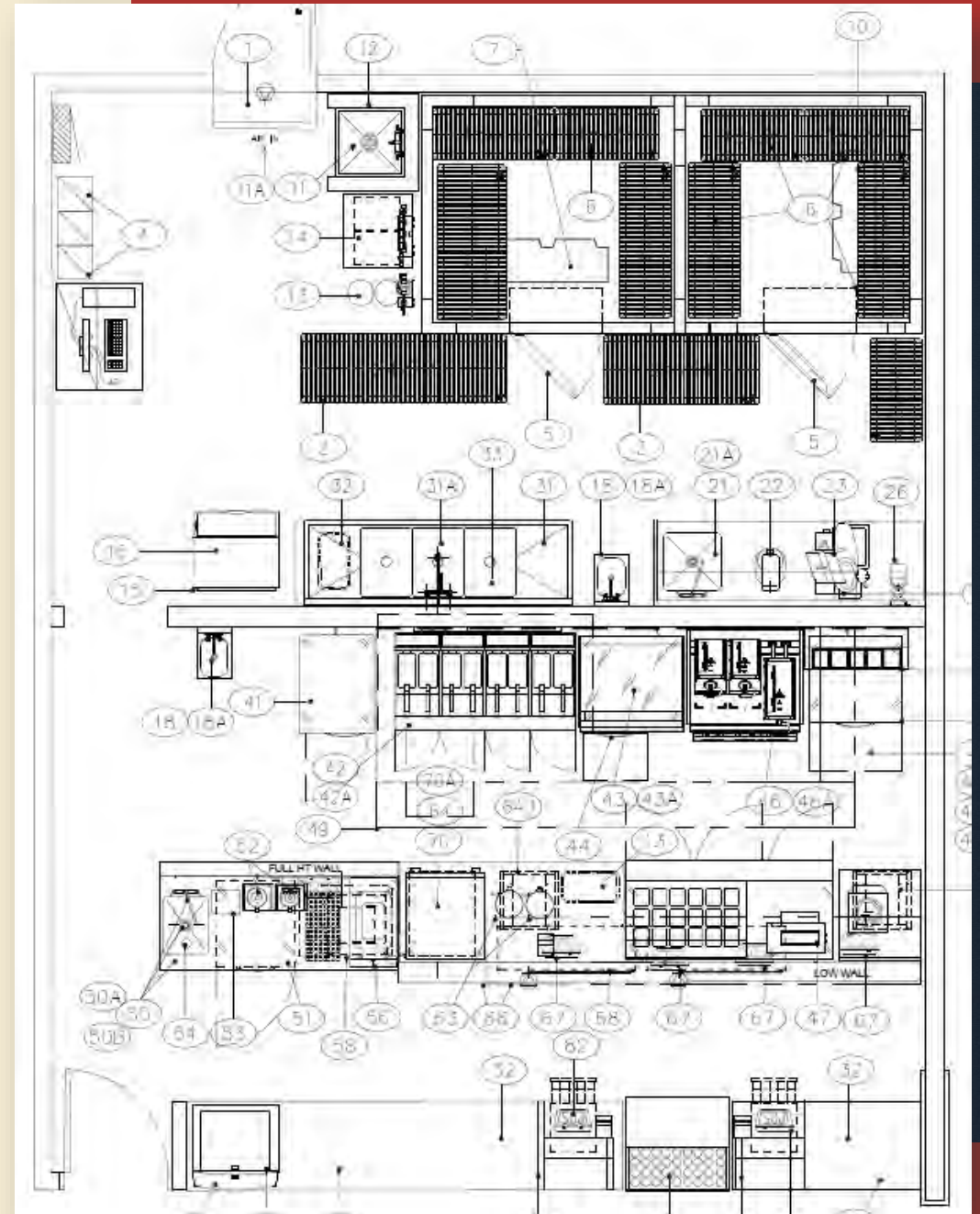


Non *Traditional*

■ Ideal for transportation-based venues, higher education, sporting venues and casinos.

■ 400 sq. ft. with shared services or 1,200± sq. ft. self-contained.

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BURGERS





REAL ESTATE CONSIDERATIONS

Location & Foot Traffic	<ul style="list-style-type: none">• Strong afternoon and evening traffic• Exclusivity in centre to avoid competition• Prefer power retail generators as co-tenants including large or high-end grocery and general merchandise, hotels, multiplex movie theatres, other large entertainment and sporting venues, universities, “lifestyle” centres, transportation hubs (airports, subway or train stations) and select malls• High tenancy office towers or business park locations are another strong possibility• High visibility in centre from the street with street side signage capability and maximum signage and trade dress as allowed by local code with ability to secure tenant panel on common pylon/monument sign• 2nd generation sites are acceptable
Parking & Off-Premise	<ul style="list-style-type: none">• Traffic light for centre is preferred• Target minimum 40,000 daily vehicle counts on primary traffic leg• Easy access to and from site (median blockage, highway frontage, left turn capabilities, lights, etc.)• Ingress and egress from premises and common areas as provided by the Landlord will meet all ADA requirements• When premises are not part of a larger development, target of minimum of 40-55 parking spaces (this will vary depending on local zoning requirements)
Demographics	<ul style="list-style-type: none">• Daytime population with a target greater than 250,000 within a 10-minute drivetime• Total population greater than 200,000 (75,000 households) within a 10-minute drivetime• Median household income in middle to top range



REAL ESTATE CONSIDERATIONS

Utilities	<p>All utilities to be stubbed to the premises in locations designated by Tenant or as shown on Tenant's plans and specifications, with the following specifications:</p> <ul style="list-style-type: none">• <u>Electricity</u>: Service and separate metering with 120/208 volt, 3-phase, 4-wire, 400-amp capacity, with a 72-breaker dedicated panel for QSR, 600-amp for inline and end-cap. 800-amp for free-standing with or without a drive-thru. Convenience outlets in demising partitions as required by local codes.• <u>Water</u>: One and one quarter inch (1-1/4") water service to premises with 50psi or greater pressure and a 100-gallon water heater suitable for the standard lease space requirements.• <u>Gas</u>: Low pressure 7" w.c. natural gas service with minimum 2" diameter gas line to the premises capable of providing a minimum 1,200,000 BTU/hr natural gas capacity. Natural gas piping shall be piped to Landlord installed HVAC units.• <u>Sewer</u>: Four inch (4") sanitary sewer service with a minimum 32" invert elevation at the entrance of the premises, with service to all plumbing fixtures provided by Landlord.• <u>Fire sprinkler</u>: If required by code, fire sprinkler service, backflow device, lateral lines and distribution of heads appropriate for Tenant's use.• <u>Telephone/Internet</u>: Previously installed internet/telephone service or empty 2" conduit for internet/telephone services.• <u>Grease Interceptor</u>: sizing to be determined by local architect and code requirements.
HVAC	<ul style="list-style-type: none">• Equipment, located outside of the premises, shall be capable of delivering 1 tonne per 125 square feet of the premises of cooling and adequate heating to the premises.• System shall be complete with air distribution duct work, outlets and thermostat at Tenant-specified locations.• If a DOAS Make Up Air Unit is added, the per square foot calculation can be closer to 1 tonne per 200 square feet.• A 18"x16" minimum grease duct will be required for the hood system.



**A PARTNERSHIP
BUILT FOR DELICIOUS**

Success

PRIORITY MARKETS

CANADA



Phase 1:

- Ontario

Phase 2:

- Alberta
- British Columbia
- Quebec

Phase 3:

- Saskatchewan
- Manitoba
- New Brunswick
- Nova Scotia
- P.E.I.
- Newfoundland

Meet the *Franchise* Team

Backed by a team of veterans in the restaurant industry, Bobby's Burgers Canada offers franchise owners tailored support from the best of the best to ensure every location has the highest-quality burger experience.



Jim Gormley

Principal Consultant

With over 35 years in the franchise industry, Jim Gormley is one of Canada's most experienced franchise development advisors. As the founder and former President of Jumbo Video, Jim built one of the country's largest home entertainment franchise systems, growing it to over 200 locations nationwide.

Today, Jim advises emerging and established brands across North America on franchise strategy, site development, and national expansion. He has led the successful rollout of multiple brands in Canada, known for pairing growth-focused thinking with practical execution.

Jim is spearheading the Canadian development of Bobby's Burgers by Bobby Flay, working closely with Falcon Capital Group and The Behar Group to establish flagship locations, recruit high-calibre franchisees, and bring Bobby's bold, chef-driven fast casual burger concept to market.



Audra Wosik

Principal Operations Consultant

Audra is a seasoned franchise and operations professional with over 25 years of experience working with Canadian and U.S. franchised companies across retail, specialty retail, and restaurant sectors.

Throughout her accomplished career, she has held senior roles in all areas of Development and Operations, establishing herself as a specialist in designing and executing franchise programs and strategies that drive brand growth, expansion, and long-term success.

Audra is currently a key member of the Bobby's Burgers by Bobby Flay Canadian team, where she focuses on operational excellence and brand development.

Meet the *Leasing* Team

Barbara Kless*

Vice President, Retail Leasing

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The Behar Group Realty Inc., Brokerage | *Sales Representative **Broker

LET'S
GET
Started



bobbysburgers.ca

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Disclaimer

This presentation is provided for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy a franchise. Any offer of a franchise will be made only through the delivery of a Franchise Disclosure Document (FDD) in compliance with applicable Canadian franchise laws.

Franchise offerings may be regulated in certain provinces, and we will not offer or sell franchises in those provinces unless we have complied with the applicable registration and disclosure requirements.

Nothing in this presentation is intended to waive or reduce the protections afforded to prospective franchisees under Canadian franchise legislation.

This presentation may contain forward-looking statements or performance estimates. These projections are for illustrative purposes only and are not guarantees of actual results. Individual results may vary depending on market conditions, operating decisions, and other factors beyond our control.

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The Real Estate Council of Ontario (RECO) regulates real estate professionals in Ontario. RECO's mandate is to protect the public interest by promoting a safe and informed marketplace and administering the rules that real estate agents and brokerages must follow.

As of December 1, 2023, new legislation has come into effect (TRESA -phase 2). These changes affect how you interact with real estate agents and brokerages. Please read the Information guide published by RECO. Click here: [RECO Information Guide](#)

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Unless you are also a Client of TBG or the Designated Representative for this Tenant/Buyer Client (and you consent to Multiple Representation), then you are a Self Represented Party (SRP). It is important that you understand and acknowledge the risks and role as a SRP. Please read the RECO Information Guide, and before asking for assistance from the Designated Representative listed on this flyer be prepared to sign and acknowledge the RECO Information and Disclosure form for Self Represented Parties: [Click Here](#).

TBG strongly recommends that consumers retain the services of a qualified and experienced real estate agent.

For all transactions completed with TBG, you will be required to sign a Confirmation of Cooperation and Representation Agreement, whether you are a SRP or not, to ensure acknowledgement of representation disclosure.

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