

# THE SMASHBURGER STORY



**smashburger®**





# WHY ARE WE CALLED SMASHBURGER?

Every burger at SMASHBURGER® starts as a fresh, never-frozen ball of all-natural, 100% CERTIFIED ANGUS BEEF®. With a patented Smasher, we smash the ball of beef on a hot-buttered grill, creating a CARAMELIZED edge that seals in the juices. Our burgers are served on a butter-toasted artisan bun and topped with the best cheeses, FRESHEST PRODUCE and sauces - creating a one of a kind testament to burgervores everywhere.

# WHY OUR CUSTOMERS LOVE US

## QUICK SERVE

### SPEED

Made to Order  
in 4-5 minutes

### VALUE

Quality Experience  
Reasonable price



**smashburger®**

## CASUAL

### QUALITY

Premium Burger  
Experience

### SERVICE

Food Delivered  
Fresh to your table

SMASHBURGER COMBINES THE BEST OF THE \$69 BILLION QSR BURGER  
SEGMENT WITH THE BEST OF THE FULL SERVICE BURGER SEGMENT.\*

\*Burgerbusiness.com/technomic-burger-chain-growth-peaks





# OUR MENU

## HAS SOMETHING FOR EVERYONE



We serve burgers that range from timeless originals like the Classic Smashburger to chef-inspired recipes like our Truffle Mushroom Swiss. Our menu has something for everyone from burgers to chicken sandwiches to salads.

### SMASHBURGER

FRESH, NEVER FROZEN ALL NATURAL CERTIFIED ANGUS BEEF\*

**ORIGINAL**

CLASSIC SMASH™  
American cheese, Smash Sauce, ketchup, lettuce, tomato, pickles & onion on an egg bun.

**SIGNATURES**

**COLORADO**  
Grilled green chilies, melted aged cheddar, pepper jack, lettuce, tomato & mayo on a spicy chipotle bun.

**AVOCADO CLUB**  
With applewood smoked bacon, lettuce, tomato, ranch dressing & mayo on a multi-grain bun.

**BACON CHEESEBURGER**  
With American cheese, mustard, ketchup, pickles & onions on an egg bun.

**BBQ, BACON & CHEDDAR**  
With haystack onions on an egg bun.

**BUFFALO & BLUE CHEESE**  
With Frank's® RedHot® Buffalo sauce, lettuce, tomato & mayo on an egg bun.

**SPICY JALAPEÑO BAJA**  
With guacamole, pepper jack, lettuce, tomato, onion & chipotle mayo on a spicy chipotle bun.

**SPINACH, CUCUMBER & GOAT CHEESE**  
With tomato, onion & balsamic vinaigrette on a multi-grain bun.

**TRUFFLE MUSHROOM SWISS**  
With sautéed crimini mushrooms & truffle mayo on an egg bun.

**AVOCADO RANCH BLACK BEAN BURGER\***  
With pepper jack, lettuce, tomato & ranch dressing on a multi-grain bun.

REG 5.29

BIG 6.29

REG 6.59

BIG 7.59

5.99

\*Please be aware that due to shared cooking & preparation areas, it is possible for food to come in contact with gluten or animal products. Additional nutrition information available upon request.

**DON'T FORGET THE FRIES!**

### CREATE YOUR OWN

REG BURGER 4.59	BIG BURGER 5.59	GRILLED or CRISPY CHICKEN 6.29	BLACK BEAN BURGER 5.99
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**1 CHOOSE AN ARTISAN BUN**  
Classic egg  
Multi-grain  
Spicy chipotle  
Gluten free\* (+\$1)

**2 PICK SAUCES & TOPPINGS**  
BBQ  
Cucumbers  
Fresh jalapeños  
Grilled onions  
Ketchup  
Lettuce  
Mayo  
Pickles  
Red onion  
Ranch  
Smash Sauce  
Spicy chipotle  
Spinach  
Tomato  
Yellow mustard

**3 ADD CHEESES (+.70)**  
Aged Swiss  
American cheese  
Blue cheese  
Goat cheese  
Pepper jack  
Sliced aged cheddar

**4 PREMIUM ADD-ONS (+1.29)**  
Applewood smoked bacon  
Fresh sliced avocado  
Fried egg  
Guacamole  
Sautéed crimini mushrooms

### SMASHCHICKEN®

ALL-WHITE MEAT GRILLED OR CRISPY CHICKEN

**ORIGINAL**

CLASSIC CHICKEN  
Lettuce, tomato, pickles, red onion & mayo on a multi-grain bun.

**SIGNATURES**

**COLORADO**  
Grilled green chilies, melted aged cheddar, pepper jack, lettuce, tomato & mayo on a spicy chipotle bun.

**AVOCADO CLUB**  
With applewood smoked bacon, lettuce, tomato, ranch dressing & mayo on a multi-grain bun.

**BBQ, BACON & CHEDDAR**  
With haystack onions on an egg bun.

**BUFFALO & BLUE CHEESE**  
With Frank's® RedHot® Buffalo sauce, lettuce, tomato & mayo on an egg bun.

**SPICY JALAPEÑO BAJA**  
With guacamole, pepper jack, lettuce, tomato, onion & chipotle mayo on a spicy chipotle bun.

**SPINACH, CUCUMBER & GOAT CHEESE**  
With tomato, onion & balsamic vinaigrette on a multi-grain bun.

**TRUFFLE MUSHROOM SWISS**  
With sautéed crimini mushrooms & truffle mayo on an egg bun.

6.29

7.29

5.99

**FRESH SALADS**

»» ADD GRILLED OR CRISPY CHICKEN OR A BURGER PATTY (+\$2) ««

**SPINACH, CUCUMBER & GOAT CHEESE**  
With raisins, dried cranberries, sunflower seeds, pumpkin seeds, tomatoes & onions with balsamic vinaigrette.

**HARVEST**  
Fresh greens, blue cheese, raisins, dried cranberries, sunflower seeds, pumpkin seeds & tomatoes with balsamic vinaigrette.

**CLASSIC COBB**  
Fresh greens, blue cheese, sharp cheddar, fried egg, applewood smoked bacon, tomatoes & onions with buttermilk ranch dressing.

**BAJA COBB**  
Fresh greens, sharp cheddar, applewood smoked bacon, sliced jalapeños, guacamole, tomatoes & onions with spicy chipotle dressing.

### FRIES & SIDES

**ORIGINALS**

FRENCH FRIES  
SMASHFRIES®  
Tossed in Italian olive oil, rosemary & garlic.

**SIGNATURES**

SPICY BUFFALO FRIES  
Dry seasoned with Frank's® RedHot® & served with a side of ranch dressing.

SWEET POTATO FRIES  
SWEET POTATO SMASHFRIES®

HAYSTACK ONIONS  
With a side of Texas Petal Sauce.

FRIED PICKLES  
With a side of ranch dressing.

VEGGIE FRITES  
With a side of ranch dressing.

SIDE SALAD WITH DRESSING

REG 1.99

LIG 2.99

REG 2.19

LIG 3.19

REG 2.29

LIG 3.49

2.29

2.99

2.99

2.99

### SHAKES & MALTS

CHOCOLATE 3.99  
VANILLA  
STRAWBERRY  
OREO® 4.29  
CHOCOLATE OREO®  
PEANUT BUTTER  
Made with REESE'S® Peanut Butter Sauce  
SALTED CARAMEL  
BUTTERFINGER®

### BEVERAGES & BEER

FOUNTAIN iced tea  
BEER VARIETIES

REG 1.99

LARGE 2.19

REG 1.99

LARGE 2.19

CLASSIC 2.99

SPECIALTY 3.49

### KIDS MEALS

Served with FRIES or **NEW!** UNSWEETENED APPLESAUCE & choice of KIDS FOUNTAIN DRINK, ORGANIC MILK or JUICE

KIDS SMASH®  
CHICKEN STRIPS  
**NEW!** Grilled or Crispy

ALL-BEEF HOT DOG  
GRILLED CHEESE

5.49

**HAND-SPUN SHAKES**

3

4





WE BUILD OUR  
RESTAURANTS TO  
**MAKE YOU FEEL  
AS GOOD**  
AS OUR FOOD  
TASTES

People come to Smashburger for many different occasions. We design our restaurants to be warm and inviting whether you are eating dinner with your family, taking someone on a first date, or meeting your co-worker for lunch. We evoke these feelings by using natural materials, warmer tones and rich colors, and customized artwork to tell the story of Smashburger.



WE BRING **LOCAL FLAVOR** + NATIONAL RECOGNITION

SMASHBURGER IS DESIGNED TO BE EVERY CITY'S FAVORITE BURGER. WE OFFER:

A local burger crafted around the city's food history and tastes.

A selection of local craft beer.

Artwork to decorate our walls with modern images of city landmarks.

In eight years, Smashburger has built over 350 restaurants worldwide. From Florida to California, we are showing people why Smashing is better.

• THE COLORADO SMASHBURGER •



MAYO

LETTUCE

TOMATO

PEPPER JACK CHEESE

GREEN CHILIES

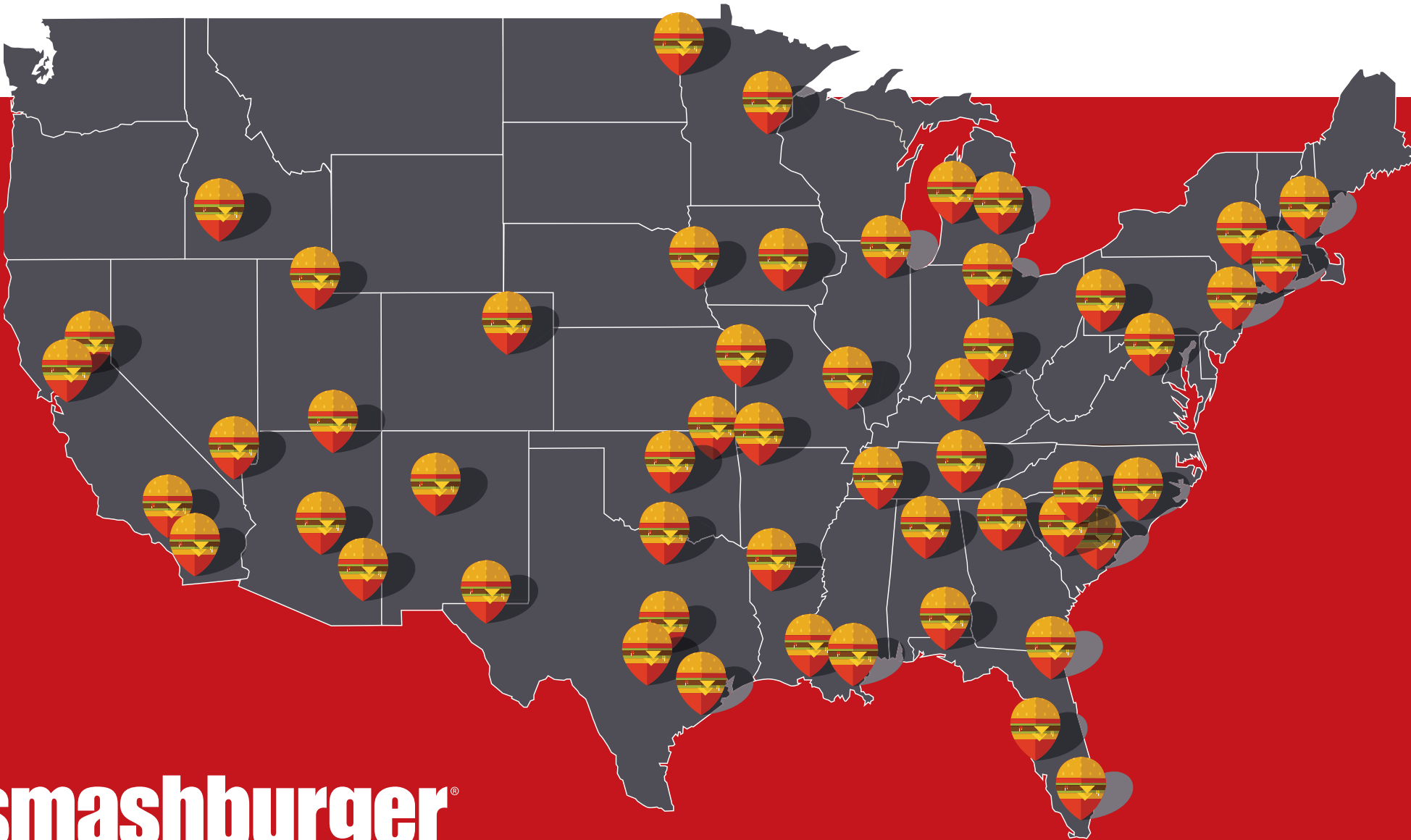
MELTED CHEDDAR  
CHEESE

SMASHBURGER

CHIPOTLE BUN



THE COLORADO  
BURGER



**smashburger**®





# A SYSTEM THAT WORKS FOR YOU

## **Wes Broomfield, Orlando and Jacksonville Markets**

I came to Smashburger after 36 years of experience in the food industry, overseeing quick service burger locations. My partner and I were looking for a brand with great food and enormous growth potential. Smashburger's brand buzz is incredible – everyone who knows the brand is excited about the brand. We look forward to building Smashburger restaurants to leave behind for our children so that they can become the next generation of entrepreneurs.



## **David McBride, Mohegan Tribe, Connecticut / Rhode Island / Massachusetts**

The Mohegan Tribe had a very successful opening of the Tribe's first Smashburger store in Connecticut. The Tribe was very impressed with Smashburger's commitment to bringing the fast-casual restaurant experience to a higher level by providing customers superior products and service. The Tribe looks forward to a long lasting future with the brand as we open many more locations throughout Connecticut, Rhode Island, and Massachusetts!



# + FOR OUR CUSTOMERS



## **Fast & Serious 2015**

#3 List of smartest-growing brands



## **Fast Casual**

Number 17 Top 100 Movers & Shakers



## **Franchise Times**

Second Smartest Growing Brand



## **Best of Las Vegas 2015**

Best Burger Brand



## **Certified Angus Beef**

Restaurant Chain Marketer of the Year 2015



## **Fast Casual 2014**

Number 1 movers and shakers list



## **Forbes Magazine 2013 & 2014**

America's Most Promising Company



## **Gourmet Magazine**

Top 25 American Food Entrepreneurs of the last Century: Tom Ryan of Smashburger



## **Entrepreneur Magazine**

Top 100 Movers and Shakers



## **Huffington Post**

5 Fast Casual Burger Chains that may take over the world





# BE A PART OF IT

## FRANCHISE CRITERIA



	Demonstrate enthusiasm, drive, passion & a proven record of success in the restaurant industry		Ability to obtain a liquor license (Where applicable)		Multi-unit restaurant management experience as an owner &/or operator, real estate & trade area experience in development territory
	Local market knowledge & willingness to build a dedicated team for Smashburger		\$1.5 million in net worth (Individual or partnership)*		Minimum \$500K in liquid assets (Individual or partnership)*  *Larger development agreements may require more.

# THE STEPS TO OWNING

## YOUR OWN SMASHBURGER

- 1 Complete & submit an online inquiry form at: [smashburger.com/franchising](https://smashburger.com/franchising)
- 2 Telephone interview with the Smashburger franchise team
- 3 Complete & submit a franchise application
- 4 Receive & review the Franchise Disclosure Document
- 5 Preliminary approval on territory & development
- 6 Schedule & attend Discovery Day in Denver
- 7 Final approval & franchise awarded

## GENERAL DEAL TERMS

- \$40,000 Initial Fee
- 2.5% Marketing Contribution
- 5.5% Royalty Fee
- Prime development territory for multi-unit development



FOR MORE INFORMATION ON FRANCHISING VISIT [SMASHBURGER.COM/FRANCHISING](https://smashburger.com/franchising)

**GREAT BURGERS THAT  
PUT THE POWER OF  
REAL FOOD BACK  
INTO PEOPLES'  
HANDS.**



**smashburger®**

NY: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. MN: File No. F-6043

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