

Franchise

BURGER
NICK



Mobile Gastronomy

Food Trailer



Organic Food

Vegan food



Fresh & Delicious

Fresh and tasty prepared

Franchise Overview

- [History](#)
- [Philosophy of Service](#)
- [Profile of Requirements](#)
- [Target Groups](#)
- [Recruiting](#)
- [Advice and Support](#)
- [Expansion & Criteria](#)
- [Product Portfolio](#)
- [Puchasing Policy](#)
- [Quality Standards](#)
- [Research/Development](#)
- [Locations](#)
- [Location Analysis](#)
- [Labelling Elements](#)
- [Turnkey Planning and Realisation](#)
- [Business Planning](#)
- [Reference Model](#)
- [Models 2-4](#)
- [Trademark Protection](#)
- [Corporate Identity](#)
- [Sales and Marketing Concepts](#)
- [International Marketing](#)
- [Sales Aids and Advertising Material](#)
- [Joint Marketing and Sales Planning](#)
- [Internal Communication](#)
- [Controlling und Benchmarking](#)
- [IT-supported Business Organisation](#)
- [Employees](#)
- [Our Trainings](#)
- [Framework Contracts](#)
- [Training Concepts](#)
- [Property Rights](#)
- [Franchise Handbook](#)
- [Franchise Contract](#)
- [Franchise Fees](#)
- [Compliance](#)



History

Burger Nick Origin of the Burger

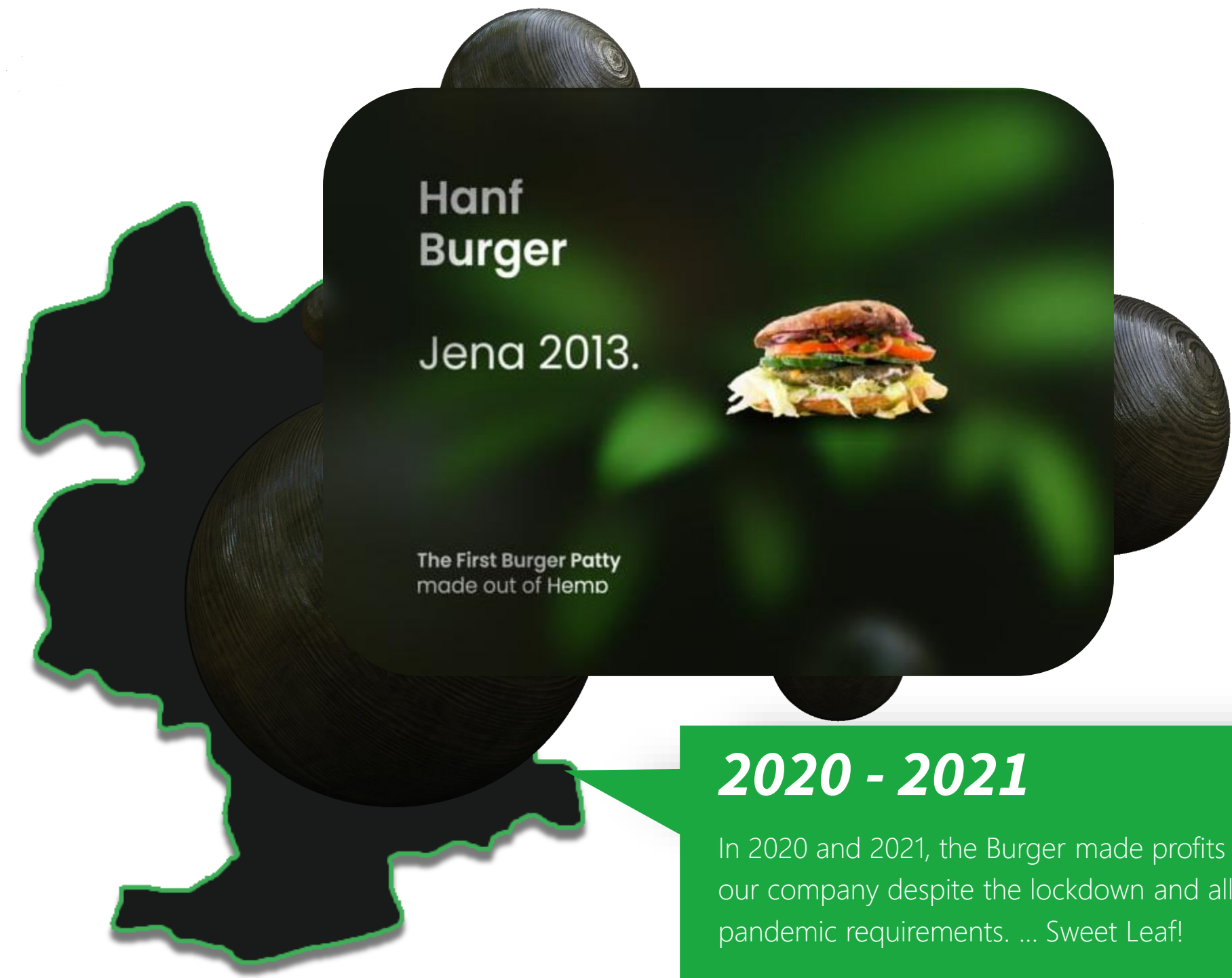
*Burger made from **hemp** – from development to trial to **Evergreen!***

We fried our first burger with a hemp patty in Jena in 2013. When we tasted it afterward, nothing was the same for us as it had been before. The successful development of this hemp burger gave us a boost and confirmed our opinion that it was possible to make a delicious burger from natural products alone - a very big moment of joy and happiness for us at the time. :-)

However, at that time very few people were interested and we were ridiculed and our burger was dismissed as a gimmick. This was even more incentive for us, as we knew that this burger was something very special and more than just a gimmick. Since then, it has been an integral part of our offering.

In 2022 - a whole nine years later - it is "The Highlight". This little pun is pure coincidence ;) and paves the way for the Burger Nick brand.

Now that many people are more conscious of their diet, that animal welfare and nature conservation play a central role in all our lives, no one can get past our sustainable hemp burger!



Philosophy of Service

Our Why

The Why

Yes, why? Why does delicious food have to be mostly unhealthy, polluting, and somehow uncool? We were fed up with it, but we didn't want to give up the great taste of a burger either, so we had to find a real alternative. Not the kind that was more or less "satisfactory", because that would be equivalent to a school grade of "satisfactory". No, it had to be "very good with a star" so that we could be happy with it. The rest is in our history...

Our Values

The Values

First of all, the following: There is no Nick and the inventor of the recipes has a different name. Nick was created by merging the words burger and organic. If you combine the two, the result is Burg | anic. But since that sounds a bit uncharitable, we decided on Burger Nick. That's it! ☺

But that's not all ... Since we also like to be on the road and take our food to the big wide world, we put the kitchen in a trailer and brought the burgers to the cities. Now everyone who is up for it can order the best burger at one of our food trailers or one of our fast food restaurants. Anyone who meets us will find that we are friendly, polite, and respectful. He can count on getting an honest and delicious meal.

Always! **Eat well and save a cow!**

Our Vision

The Perspective

We have had a vision for a long time, but sometimes you have to realise that you are too early and not everyone understands this vision immediately. So it is all the more beautiful when the time is right and many people understand it and can enjoy it just like we do. But this is only the beginning, not for us, but for the others, because we have already had a further development of our products and offers in mind for a long time. Now we get the opportunity to put all these ideas on the road to share them again with many others. ☺.



Profile of Requirements

Burger Nick

Requirements for our franchisees

At selected locations, we give entrepreneurial personalities the opportunity to become part of our Burger Nick family, which is becoming successful worldwide. You are a person who likes to make a lasting difference and have:



- Pleasure in dealing with people
- Passion for good food



- secure knowledge of the national language
- commercial and representative understanding



- the will to succeed
- Commitment and entrepreneurial spirit
- Love of nature and animals



- Team and leadership skills
- Love for free entrepreneurship
- Start-up capital

Target Groups

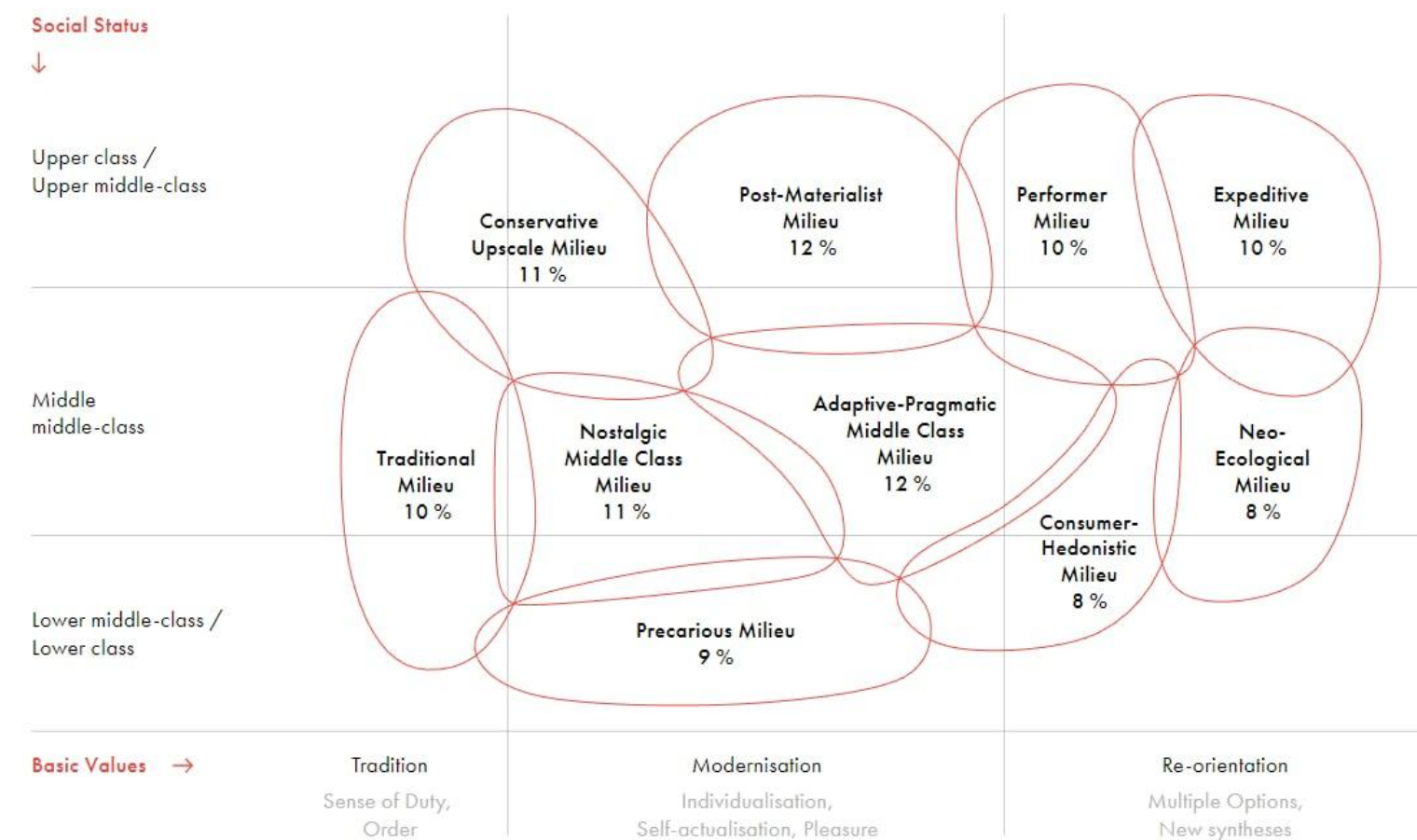
Three key target groups

Students and young adults lead fast-paced, active, social lives and want fresh food that tastes homemade and allows them to eat healthy and sustainably.

Working people are often busy and don't want to spend a lot of time planning and preparing their meals for the lunch break. Therefore, they often use mobile food and welcome the opportunity to eat healthy.

Mobile dining is a great option for busy **parents and families**. It saves them time visiting the grocery shop and they can make delicious and healthy food possible for their children.

Quelle: <https://anthembranding.com>



We use Sinus Milieus to name target groups and assign them to specific interests and needs. Advertising campaigns, offers, and availability are geared to this.

Quelle: <https://Sinus-Milieus.de>

BURGER NICK



Students & Young Adults

Studies show that this population group enjoys mobile food.



Working people

Studien zeigen, dass Männer etwas häufiger mobiles Essen in Anspruch nehmen als Frauen.



Parents & Families

Parents welcome the opportunity to eat with their children without the extra work of preparing food.

BURGER NICK'S
GREAT
FAMILY
MENU

20% OFF

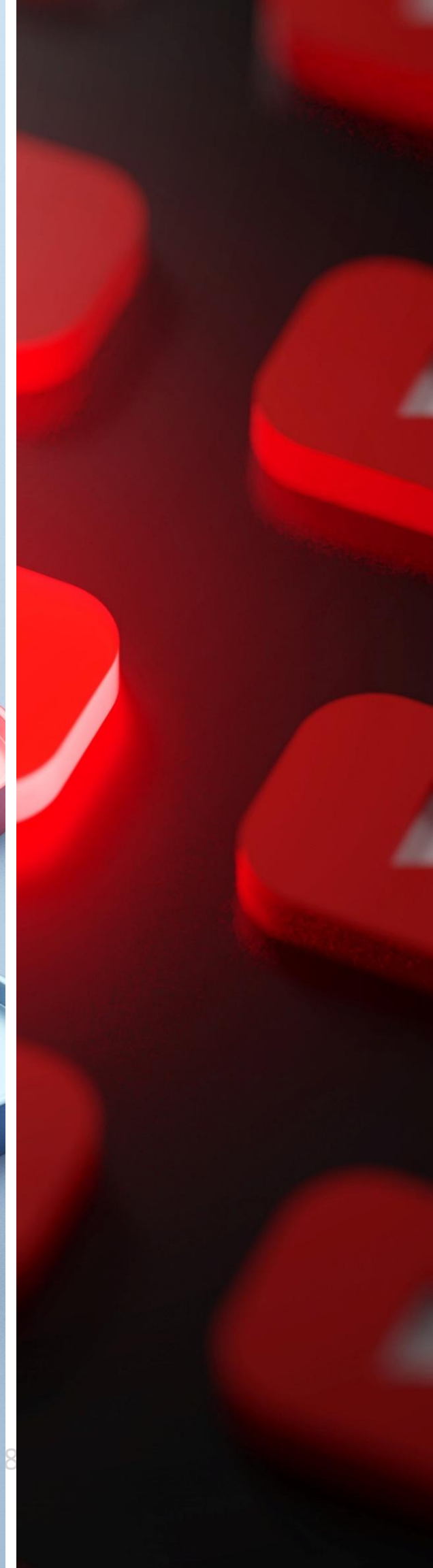
Family Pack

Addressing the target groups directly – *Burger Nick Marketing*

BOOST YOUR
ENERGY
NATURALLY WITH
PRIME
BURGER

WWW.BURGERNICK.COM

BURGER
NICK



Burger Nick ***Recruiting***

Partially automated recruiting

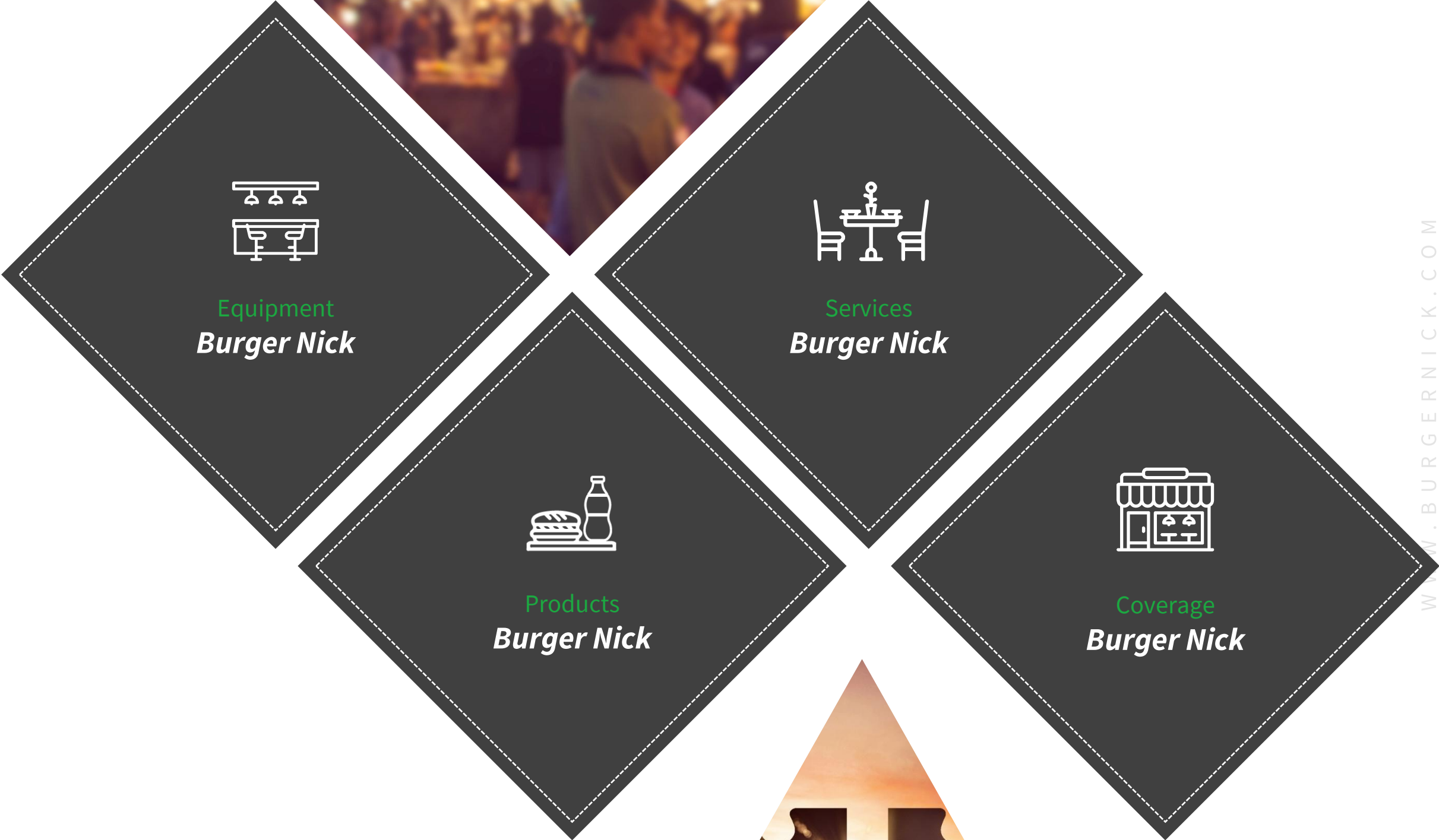
The acquisition and selection of franchisees are done through digital and analogue processes. Candidate personas are regularly approached via social media, franchise portals, corporate networks, clubs, associations, and recruitment websites.

BURGER
NICK

Advice & Support

Burger Nick franchise management

Burger Nick partners receive ongoing advice and support from our franchise management. The entire services of the franchise head office are presented to our partners and made available on request.



Burger Nick

Expansion & Criteria

Growth with a strong partner

The franchisor places its franchise branches worldwide.

The franchisee receives the option from the franchisor to open further Burger Nick branches. Based on the location analysis, the option is already guaranteed for ¼ year when the contract is concluded for the area to be defined.



Procedure

For each planned Burger Nick branch, the franchisee pays the franchisor a reservation fee of € 2,000 per reserved month. The franchisee can reserve a maximum of 3 consecutive months. The reservation fees will be offset against the entry fee when taken up. If the franchisee does not take up the option within this time, it will be forfeited. Reservation fees are non-refundable.

2022

Thuringia

Burger Nick – First locations



**BURGER
NICK**

**BURGER
NICK**

Assortment Policy

Product Portfolio



Hemp Burger

Prime Burger

Organic hemp, chickpeas, spinach, grains and pulses



Lentil Burger

Vital Burger

Lentils, market vegetables, pulses and cereals



Rice Burger

Rizo Burger

Rice, turmeric, coconut milk, mango pieces, yellow curry, cereals and pulses



Kidney Bean Burger

Bullet Burger

Kidney beans, corn, jalapeños, cereals, pulses



Sauerkraut Burger

Power Burger

Sauerkraut, marjoram, oregano, mustard, carrots, cereals and pulses



Red Cabbage Burger

Blu Burger

Red cabbage, beetroot, cereals and pulses



Wild Garlic Burger

Wild Burger

Wild garlic, cereals and pulses



Homemade Sauces

Burger Nick

Sweet [mango, peanut/coconut, hamburger sauce, ketchup]

Savoury [Hemp Pesto, Remoulade, Garlic Sauce, Dijon Mustard Sauce]

Hot [BBQ Sauce, Tomato Sauce, Green Curry, Chilli Sauce (extra hot)]

Burger Nick

Purchasing Policy

Supply of goods

Fresh products such as cucumbers, tomatoes and lettuce are purchased regionally. For the sake of sustainability, we buy all products except our patties, our extras and our buns regionally.



Decentralisation

The distribution over several production sites reduces transport distances, saves freight costs and, above all, protects the environment. Establishing and operating a purchasing cooperative/association will also further increase purchased quantities and sustainably reduce the purchase price.

● **Purchasing**

Sale

“Only fresh food is served here”

From the region

Many of the fresh ingredients for our delicious Nick Burgers are sourced locally every day.



Burger Nick

Product Prices

Fair pricing - for the consumer and producer

Our suppliers grow with us. They represent our framework contract partners. By constantly increasing production, we increase the quantities purchased and thus reduce their purchase prices. Everyone benefits from this in equal measure.



Burger Nick

Quality Standards

We work according to HACCP

The quality tool of our choice for handling food is a HACCP concept. Our essential tasks are to raise the quality of the products through the production processes to the highest standards with special consideration for imposed, strict hygiene guidelines. Product samples are part of the regular checks and ensure the hygiene status of the products at Burger Nick.



Product quality

The cold chain is always maintained, according to HACCP standards. Our partners are regularly trained and equipped with equipment for the verification obligation.



Trailer and Restaurant

The food trailer/fast food restaurant must always be kept clean. Order and cleanliness must be maintained in front of and inside the food trailer/fast food restaurant.

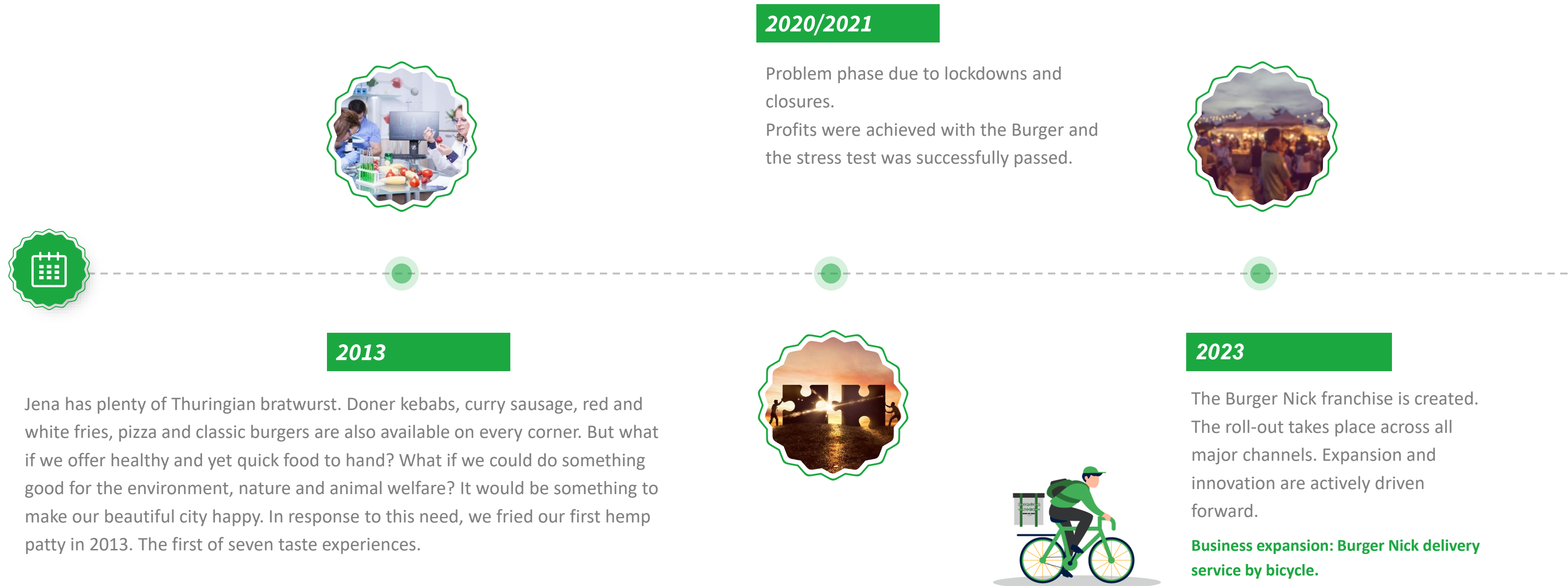


Staff

The staff is always friendly and attentive to the customer. There is a set dress code.

BURGER
NICK

Research/Development



Locations

The following criteria are defined:

- Consumption
- Location
- Traffic

Goals

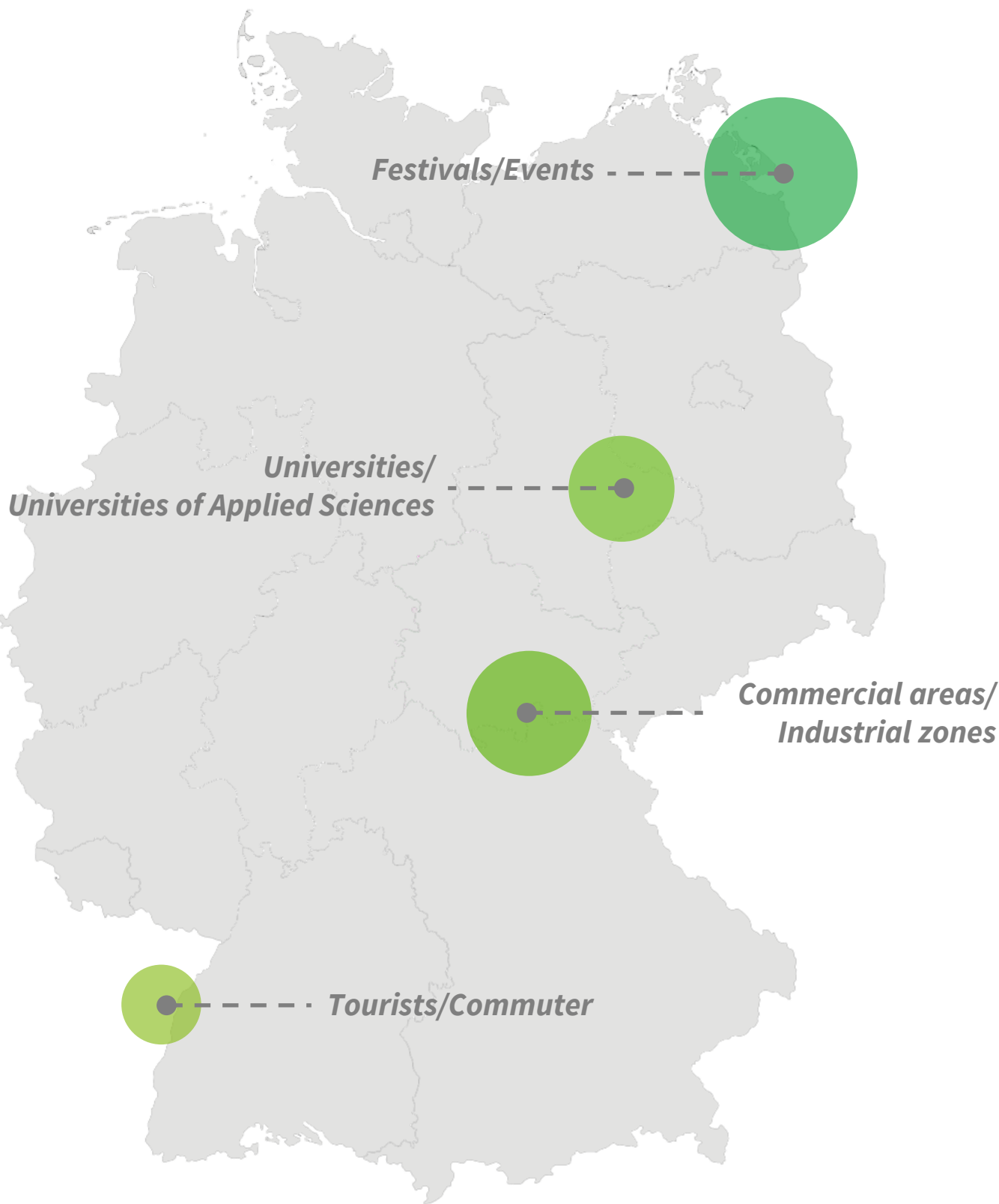
Locations

- in 2024 - Opening of further branches in Germany
- in 2024 - Opening of the first branches in Austria

Position

Area

- Commercial areas/industrial zones
- Universities/Universities of Applied Sciences
- Bus and train stations
- Tourist attractions



Vicinity

Traffic

- Power sources
- Connection to public transport
- Parking facilities
- Residential area nearby

Times

Consumption

- Highly frequented locations with high footfall even after closing time
- City centres, shopping miles, food courts in malls

Location Analysis

Competition & Complementarity

- there are currently no significant competitors on the market
- Greenwashing in the "vegan" market is only implemented half-heartedly or implausibly by competitors.

Space & Commercial Space

- we offer two concepts
- Trailer, also here a uniform appearance
- Shop/fast food restaurant
- both concepts have the "same" equipment design



Labelling Elements

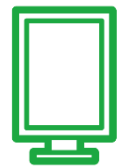
Uniform Concept

Burger Nick is immediately recognisable at all locations through brand-typical design features and there is no risk of confusion with other suppliers.

This can be seen from certain features:

Corporate Design - Only our colours, fonts and graphics are used.

Logo - Our logo is used in the fast food restaurants, on products, packaging materials, etc. in a clearly recognisable manner.



Equipment/Advertising signs

We provide all the equipment in corporate colours and graphics.



Turnkey Planning and Realisation

Planning and Implementation

Marketing creates so-called templates in the corporate design, which are available to the franchisee when the food trailer or fast food restaurant opens.

Here, foils, roll-ups or flyers are only a fraction of what is available to the franchisee for operation. The application is made via an internal ticket system, which enables the franchisee to track the current status of the progress of his request. Questions or possible additions are also made via the in-house ticket system.



Food Trailer

The food trailers and fast food restaurants are in our design.



Business Planning

Profitability Burger Nick

Derived from our paragraphs, we present four scenarios in the following section, which should serve as orientation and overview.

With the help of this overview, the franchisee has the opportunity to get to know a scenario tailored to his needs. He can thus better assess which model is suitable for him.



Turnover



Costs

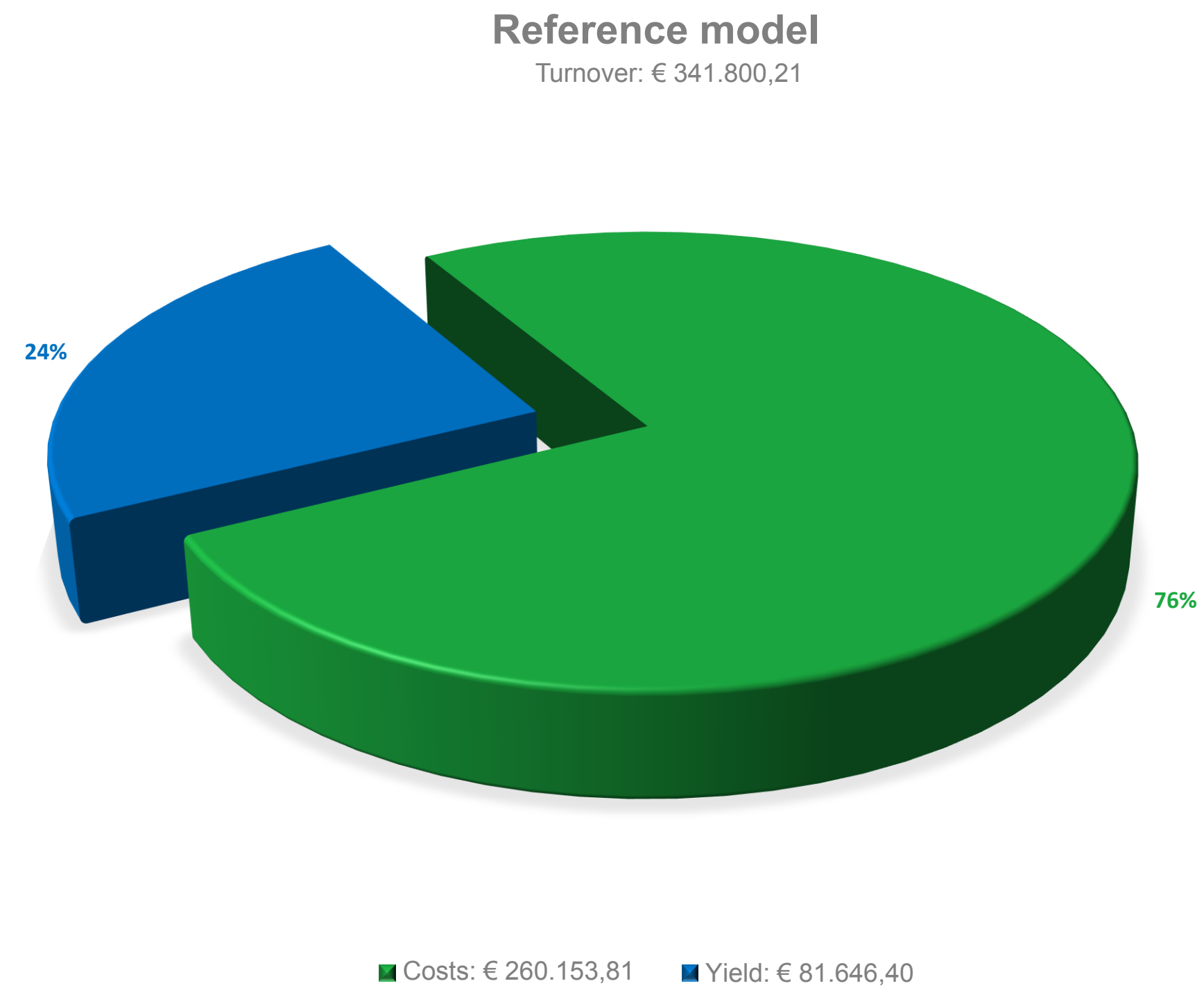


Profitability

Trailer without boss on site

Illustration 1

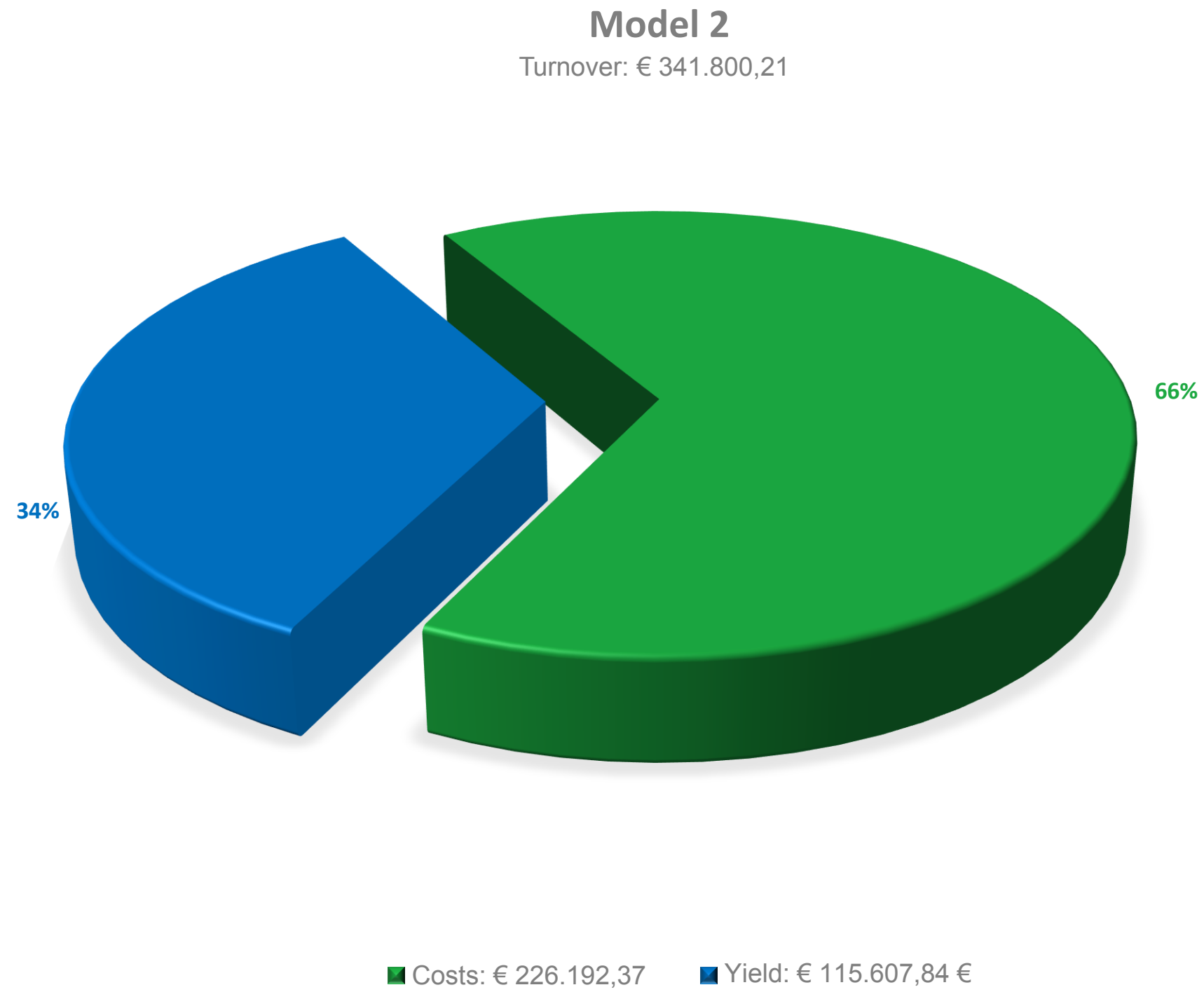
Food trailer with one permanent employee and two temporary staff (franchisee not involved in the operational business on site)



Trailer with boss on site

Illustration 2

Food trailer without permanent staff
and with two temporary staff
(franchisee involved in the
operational business on site)



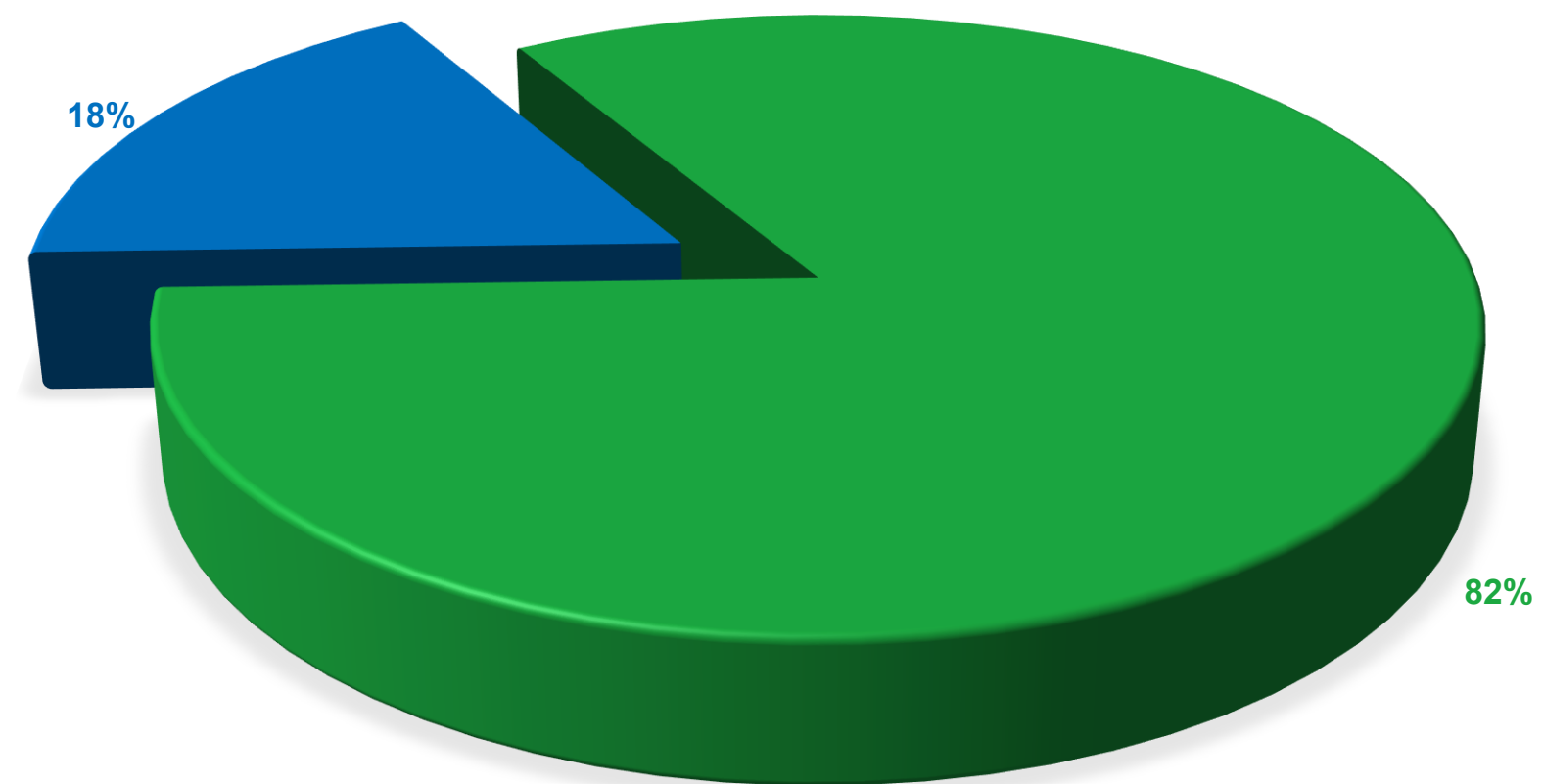
Restaurant without boss on site

Illustration 3

Fast food restaurant with one permanent employee and two temporary employees (franchisee not involved in operations on site)

Model 3

Turnover: € 341.800,21



■ Costs: € 279.683,81 ■ Yield: € 62.116,40

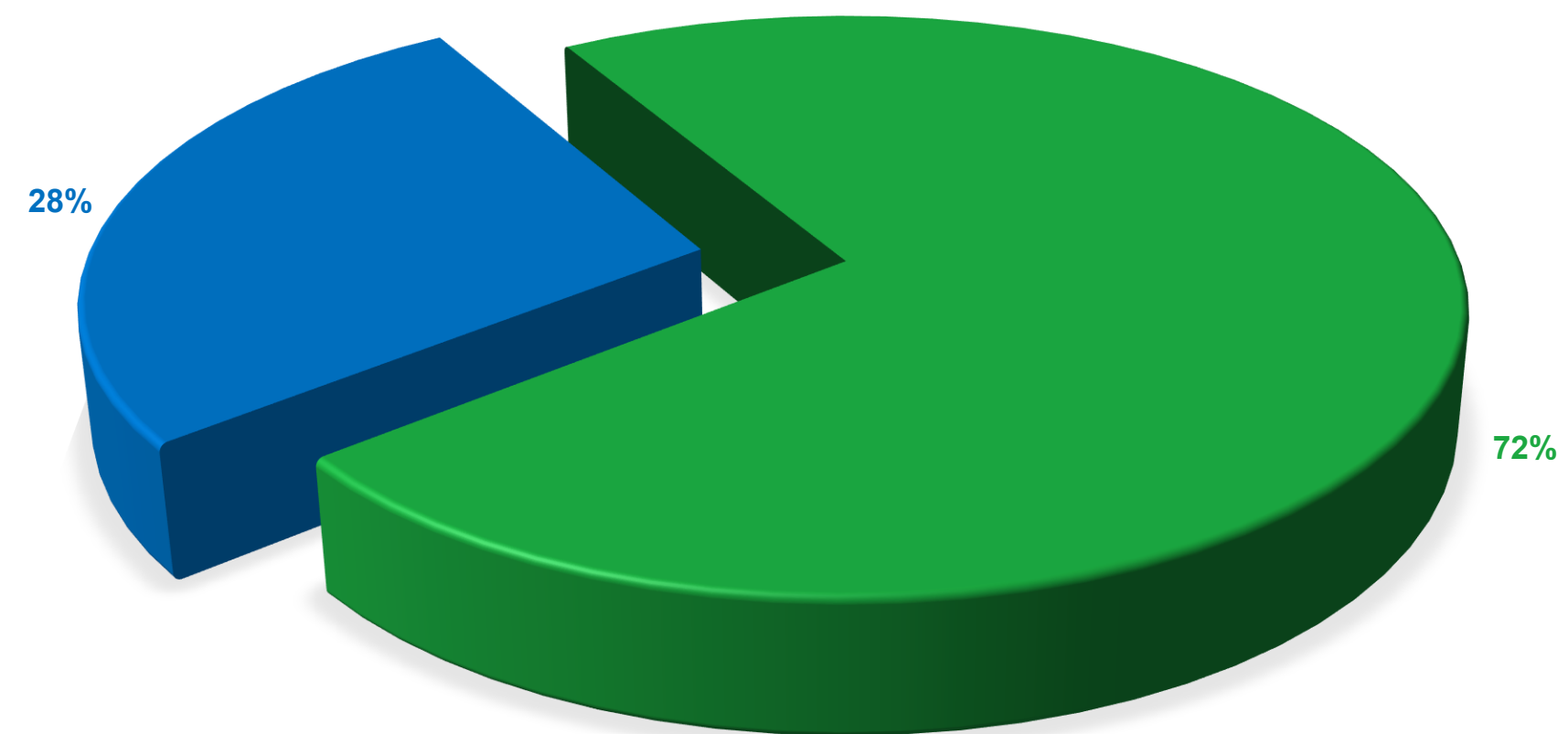


Restaurant with boss on site

Illustration 4

Fast food restaurant without permanent staff and with two temporary staff (franchisee involved in the operational business on site)

Model 4
Turnover: € 341.800,21

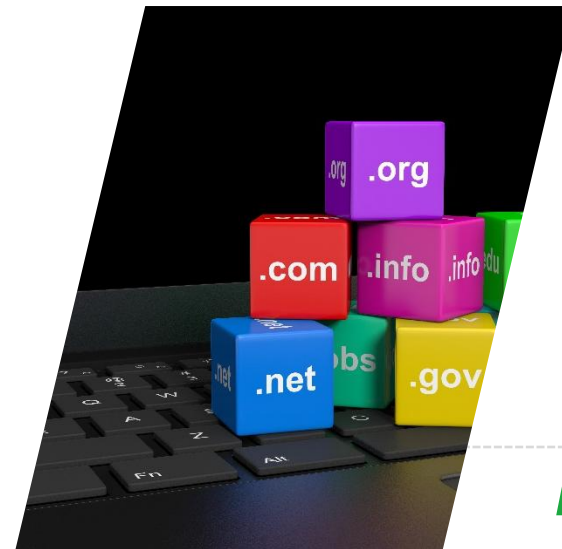


■ Costs: € 245.722,37 ■ Yield: € 96.077,84



Burger Nick

Trademark Protection



Internet Addresses



Trademark Protection



International

Burger Nick Domain(s)

The internet addresses are secured and connected to the webshop. Orders are placed per location and are processed and handled locally. The system is managed by the franchisor.

National

The trademark is registered with the European Union Intellectual Property Office (EUIPO). So far, nothing stands in the way of protection, so the trademark will be entered in the register in about half a year.

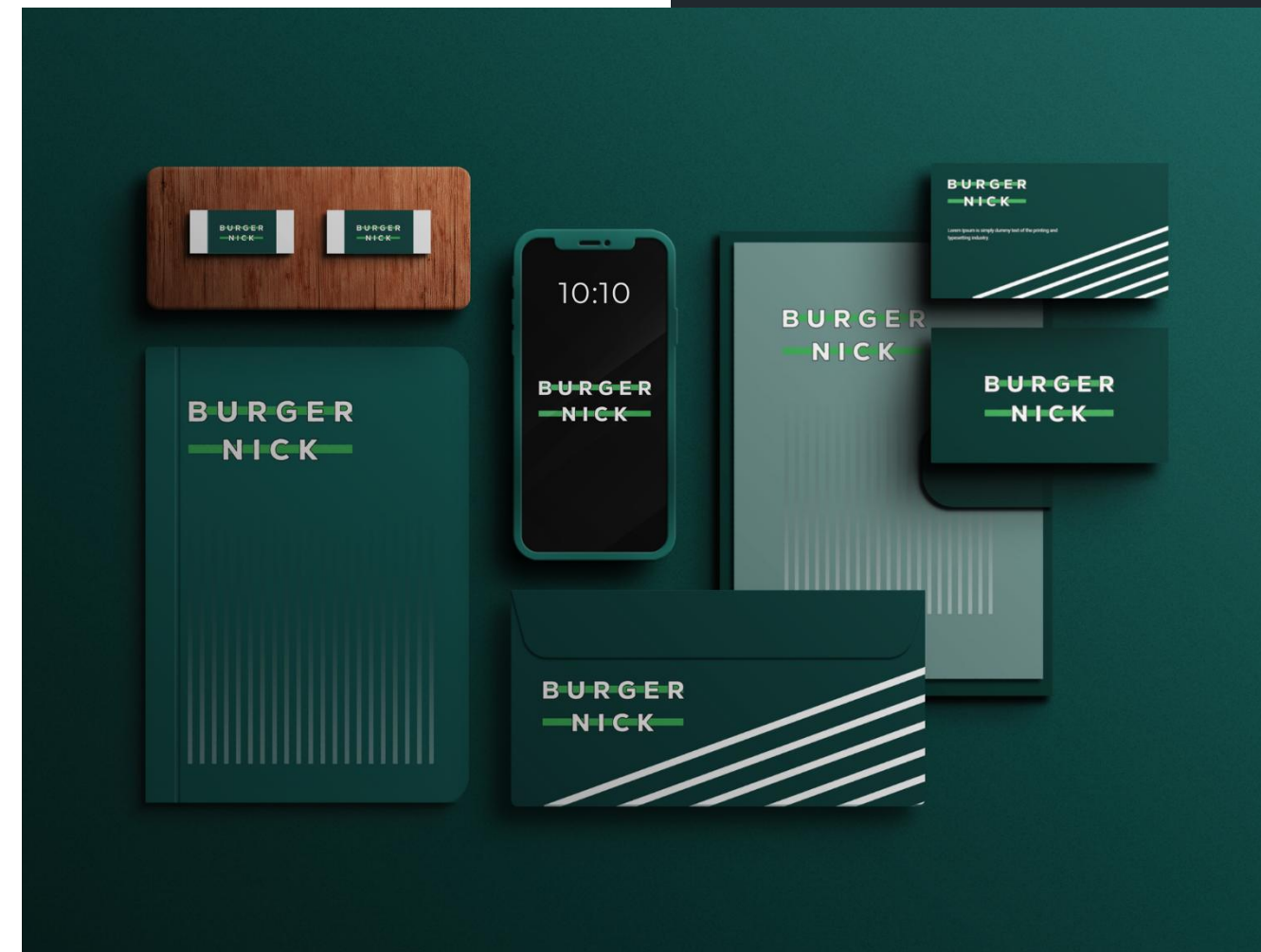
International

Trademark protection takes place via WIPO and the national office of the basic trademark (EUIPO, as the so-called office of origin).

Corporate Identity

Brand Identity

The Burger Nick logo, slogans, colours, fonts and packaging designs are integral parts of our brand identity. We communicate the corporate identity through easily recognisable branding and popular product images. Another aspect of establishing our brand identity is our ethical credo and behaviour. This goes from good customer service to environmental protection and the integrity of our company.



Sustainability

We focus on the sustainability of our products and packaging.

Integrity

We use transparent and comprehensible business processes for customers and partners.

Independence

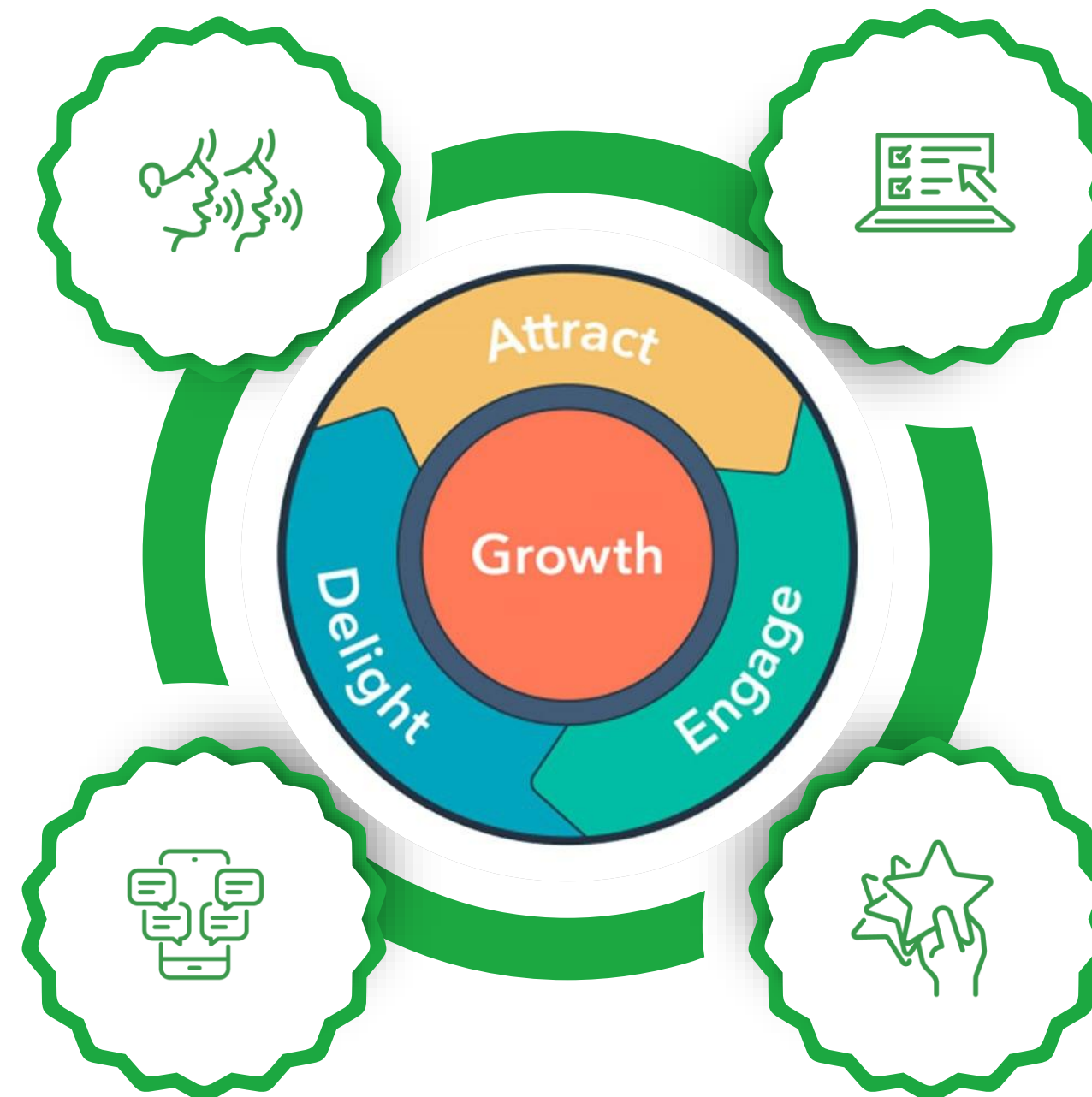
As an alternative to permanent meat consumption, we make our customers this non-binding offer.

Sales and Marketing Concepts

Revenue Marketing

The marketing plans are linked to sales targets to increase business performance as well as the success of the individual marketing methods.

System-independent, we create user guidance with call-to-action elements call-to-action elements, landing pages, blog posts and information brochures (white papers). There is a web shop that provides additional information on products and the brand. In addition, current offers (coupons) and promotions are advertised via this shop. Each franchisee receives its web shop regionally, which is centrally managed by the franchisor.



Content Marketing

Creation and categorisation of online content, use of content mapping to dovetail the customer journey

E-Mail Marketing

Categorisation of leads through automated lead management, lead nurturing routes and interaction-based lead scoring models

Contextual Marketing

Bing and Google Ads campaigns on the search, display and social media network, Placement advertising on Youtube and Vimeo

Customer Relationship

CRM - management of all contacts, including Customers, prospects, media, staff, notes, calls, meetings and email interactions of the leads

International

International Marketing

In international marketing, countries are first catalogued and the national languages are transferred to the channels, divided into target groups and evaluated according to the following criteria:

- Markets with stable development
- Need (market taste)
- Demand
- Country risk
- Communication channels
- Business and social culture

International Marketing Measures

We use digital and analogue sales channels to increase brand awareness and promote interactions with our products and locations. To do this, we use, among other things

- Social Media channels (organic and advertising)
- Google Ads (organic and advertising)
- Print advertising
- Affiliate marketing
- TV/radio advertising



BURGER
NICK

Sales Aids and **Advertising Material**

The franchisee is provided with a range of advertising and sales promotion tools for use on site. These are:

- Flyer
- Roll-ups
- Menus
- Packing materials
- Clothing
- Keyring etc.



**BURGER
NICK**

Joint Marketing and Sales Planning

Agenda

Analyses of the market to assess the performance of future marketing initiatives



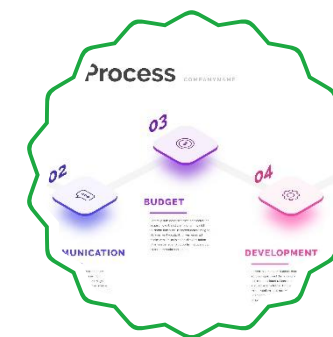
Roadmap

Creation of a roadmap with clear deadlines for building a unified, cross-platform brand voice Monthly exchange on topics and content



Objective

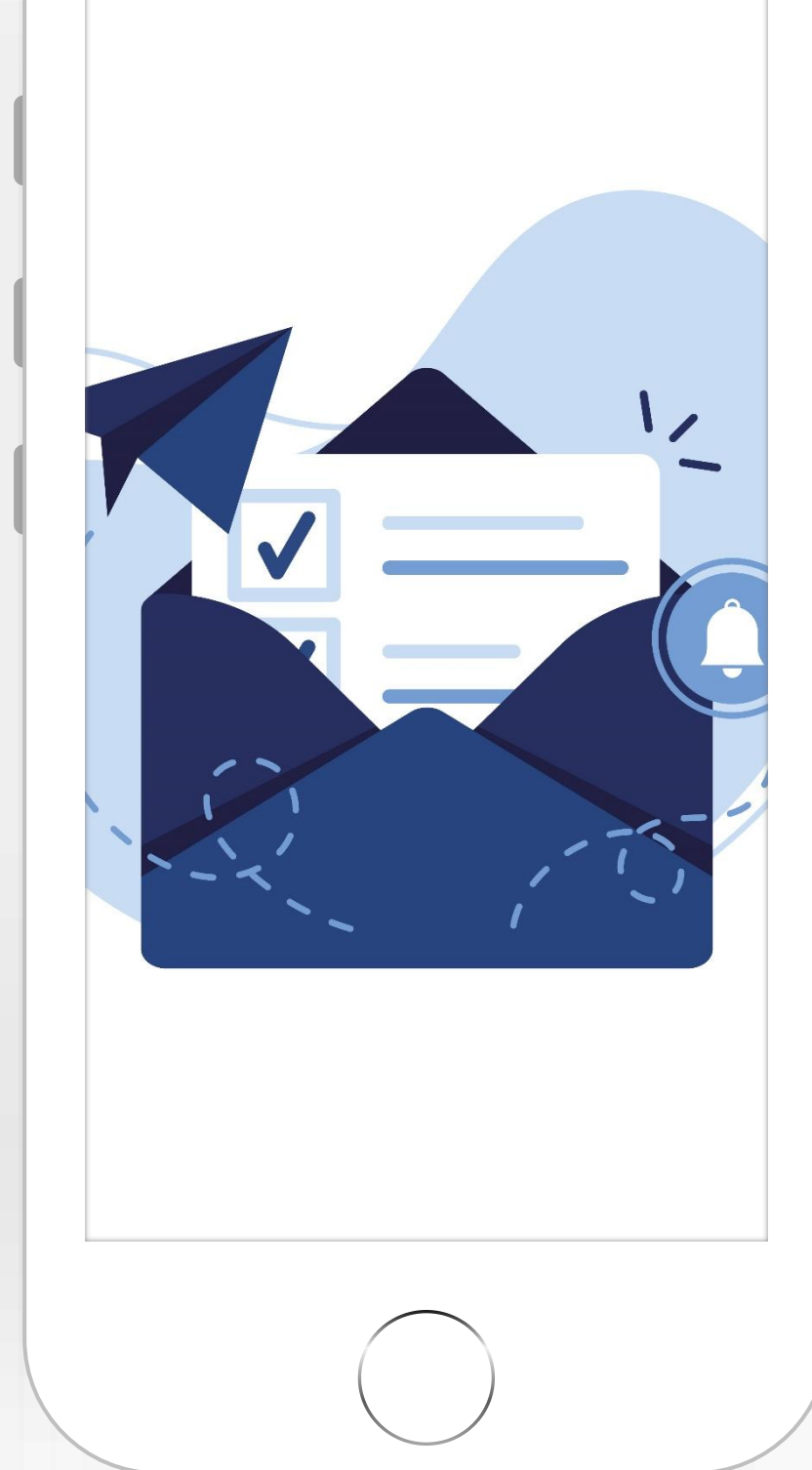
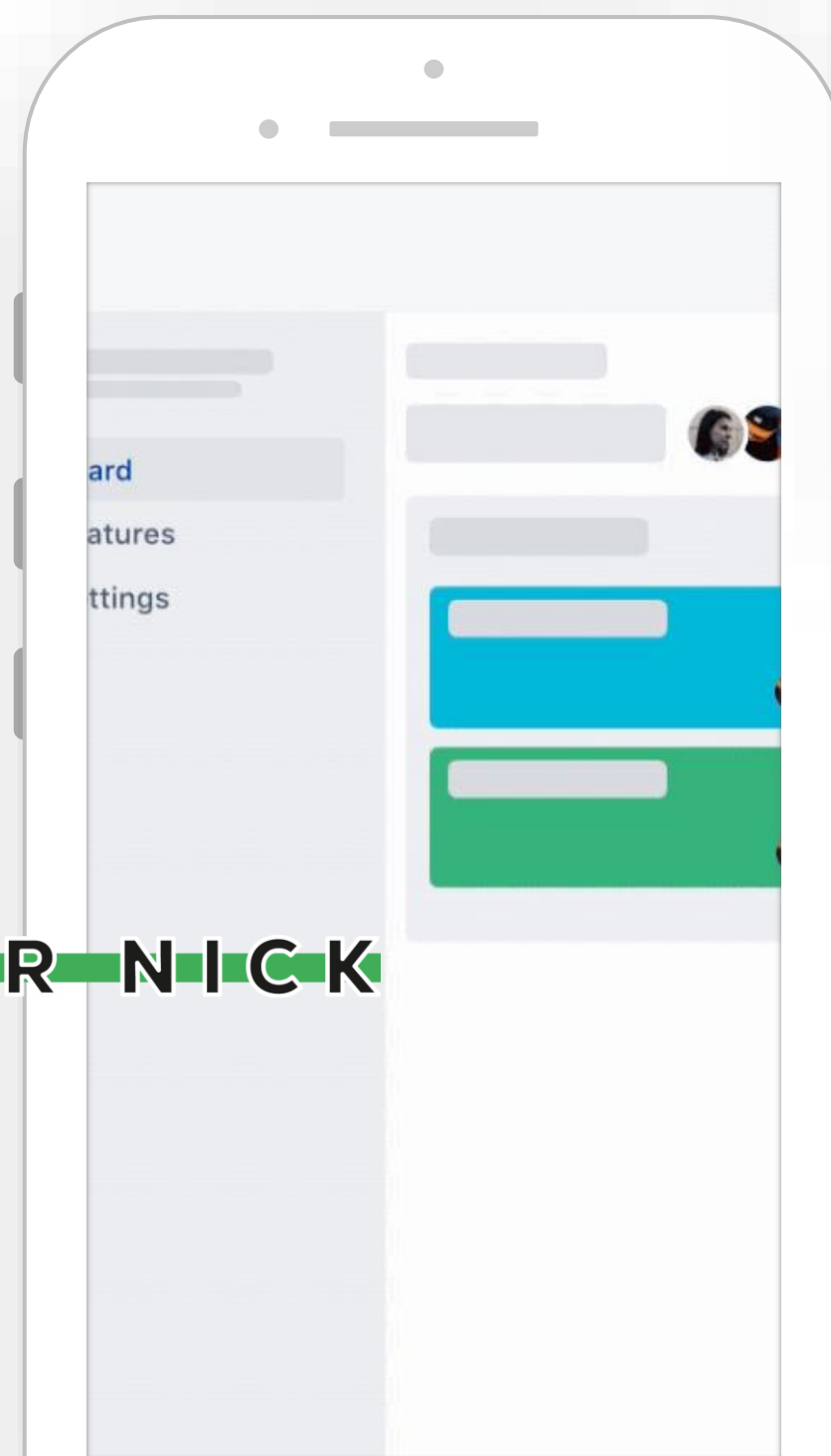
concrete marketing objectives for the coming year, which are based on the company-wide objectives through measures the key results are formulated in S.M.A.R.T. and derive the respective initiatives



Internal Communication

The franchise head office ensures that all information can be exchanged between it and the partners at regular intervals. Among other things, the Confluence intranet and the Jira ticket system are used for this purpose. Partners can use this to send requests to the head office at any time. In addition, partner news, invitations to annual meetings and regional meetings are sent out via the internal newsletter. Other and questions are communicated via the communicated via the partner manager. This ensures the seamless transfer of all information in the system.

BURGER NICK



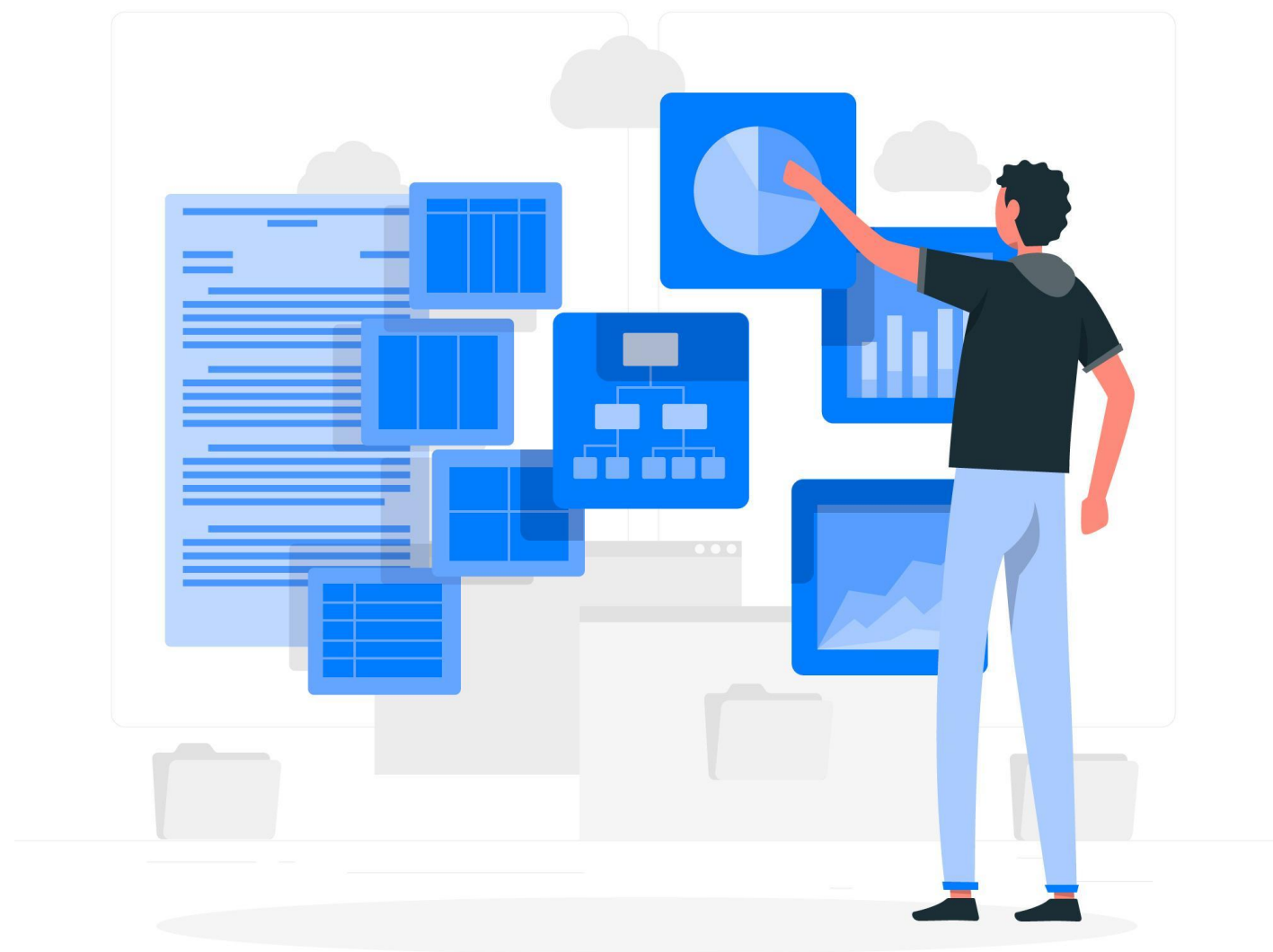
Newsletter Dispatch

We use the distribution list of the franchise head office to always send current information to our partners. For example, the dates of annual and regional conferences are sent out via our newsletter.

Confluence - Intranet

Confluence has a lot of out-of-the-box functionality that allows us to share information and collaborate with our partners. We use it to share things like procedures, specifications and important files - or to organise our company meetings and other events. Of course, data is transferred via secure SSL encryption.

**BURGER
NICK**

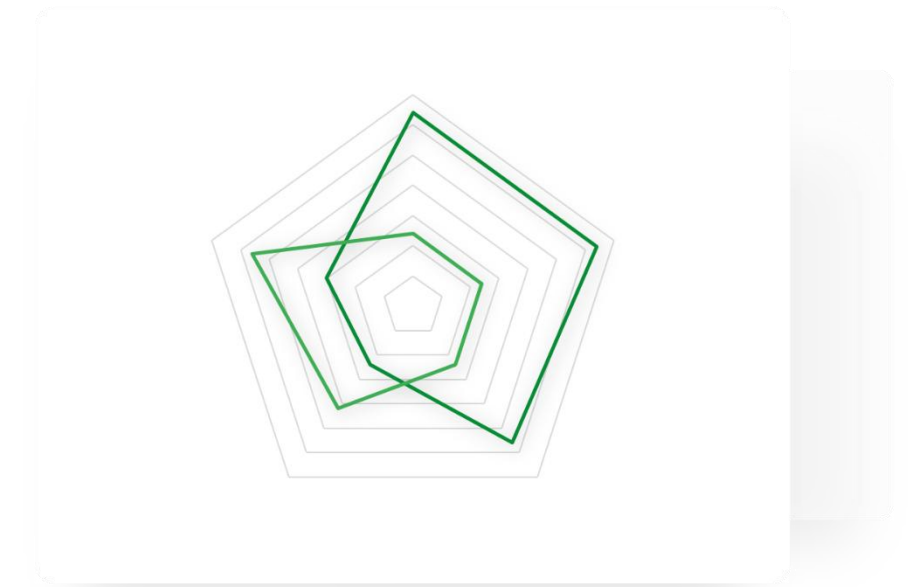


Burger Nick Controlling

Support by the Calculation Tool software

We support the franchisee in the operative business with calculations and order processing by providing him with the Calculation Tool software. This also simplifies the bookkeeping, which the franchisee prepares in cooperation with his tax advisor. Based on the information obtained from the Calculation Tool software, we prepare cost-benefit analyses for the franchisee, with the help of which the franchise partner is given concrete optimisation proposals to improve his profitability. We also process the data on sales in our sales controlling to obtain a detailed picture of the development of our franchise system in specific sectors and regions. For this purpose, we create statistical evaluations based on these key performance indicators and comparative data from other franchisees.

We permanently analyse our products, processes, structures, strategies and activities to optimise them. It is in our interest to reflect on our franchise system regarding economic aspects and competitiveness to be able to adjust the strategic orientation of our company and/or the product portfolio if necessary.





IT-supported Business Organisation

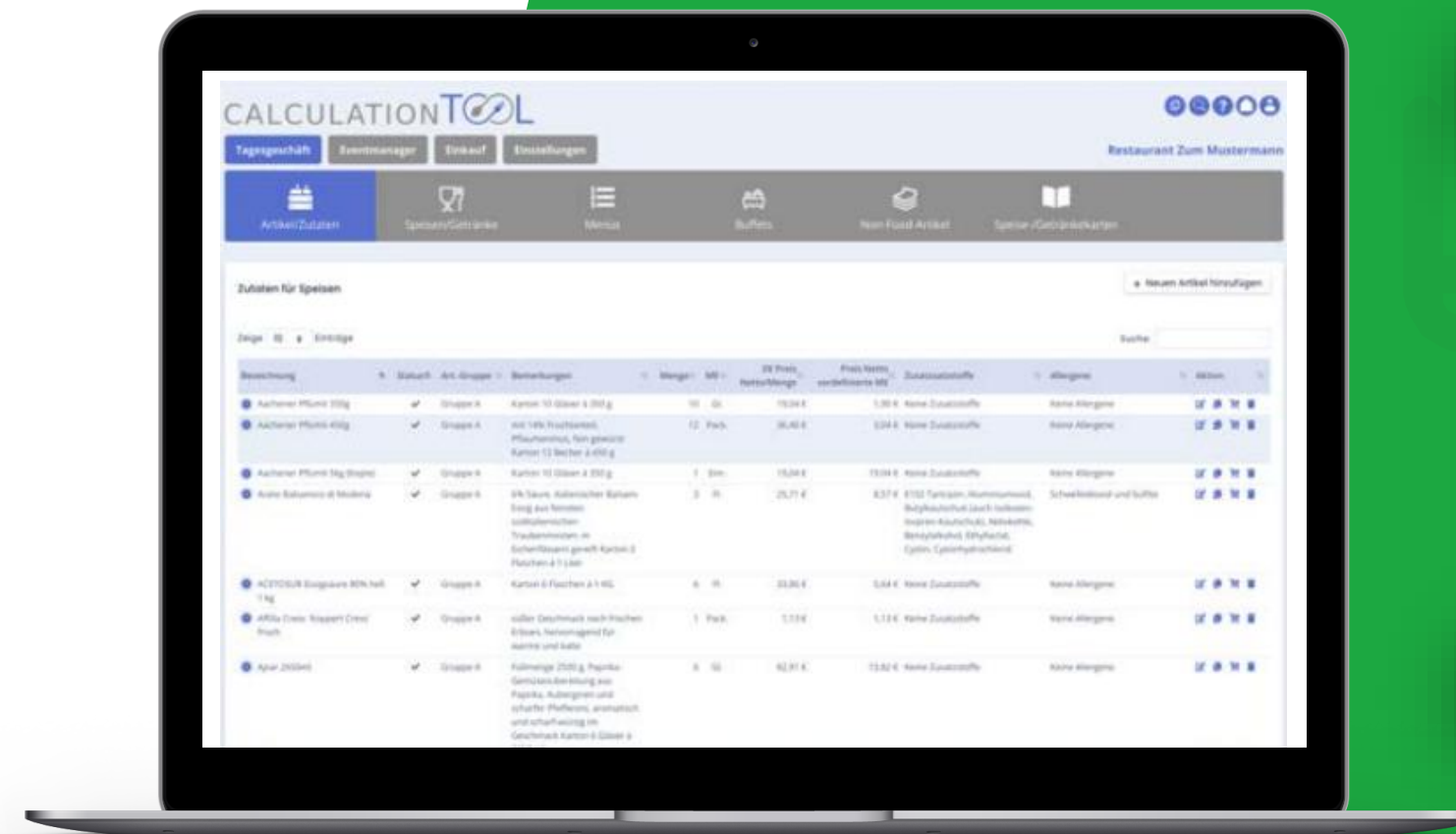
Flow of goods in the franchise system

With the help of the Calculation Tool calculation software, ordering processes are partially automated uniquely, for example by generating purchasing lists. This makes it child's play to reorder the required goods in the right quantity according to consumption and need. This not only saves the franchisee time but also prevents errors in the ordering processes.

<https://www.dcp-instruments.uk/wp-content/uploads/ct-description-en.pdf>

The software accurately calculates our product portfolio, making it easier to decide whether to participate in promotions.

"Only in participating restaurants."



Retrieve Information

By calculating correctly with the Calculation Tool, you always have your margin in view.

Order Goods

The Calculation Tool orders semi-automatically by generating shopping lists.

Burger Nick ***Employees***

Employee Selection

To support our partners in the right selection of their employees, we provide them with personnel questionnaires and interview guidelines. If necessary, we put them in touch with our recruiters and the franchisee can concentrate on operational or other issues.

Burger Nick Employee

Only with a satisfied and committed employee can the idea of Burger Nick be transferred to our customers. Transparency is the top priority and is lived by the franchisor through all franchisees to the customer. Trust, commitment and independent action are prerequisites for successful cooperation. The franchisee always works in the best interest of the franchise.



Our Trainings

Mandatory

Mandatory training and development include, but are not limited to:

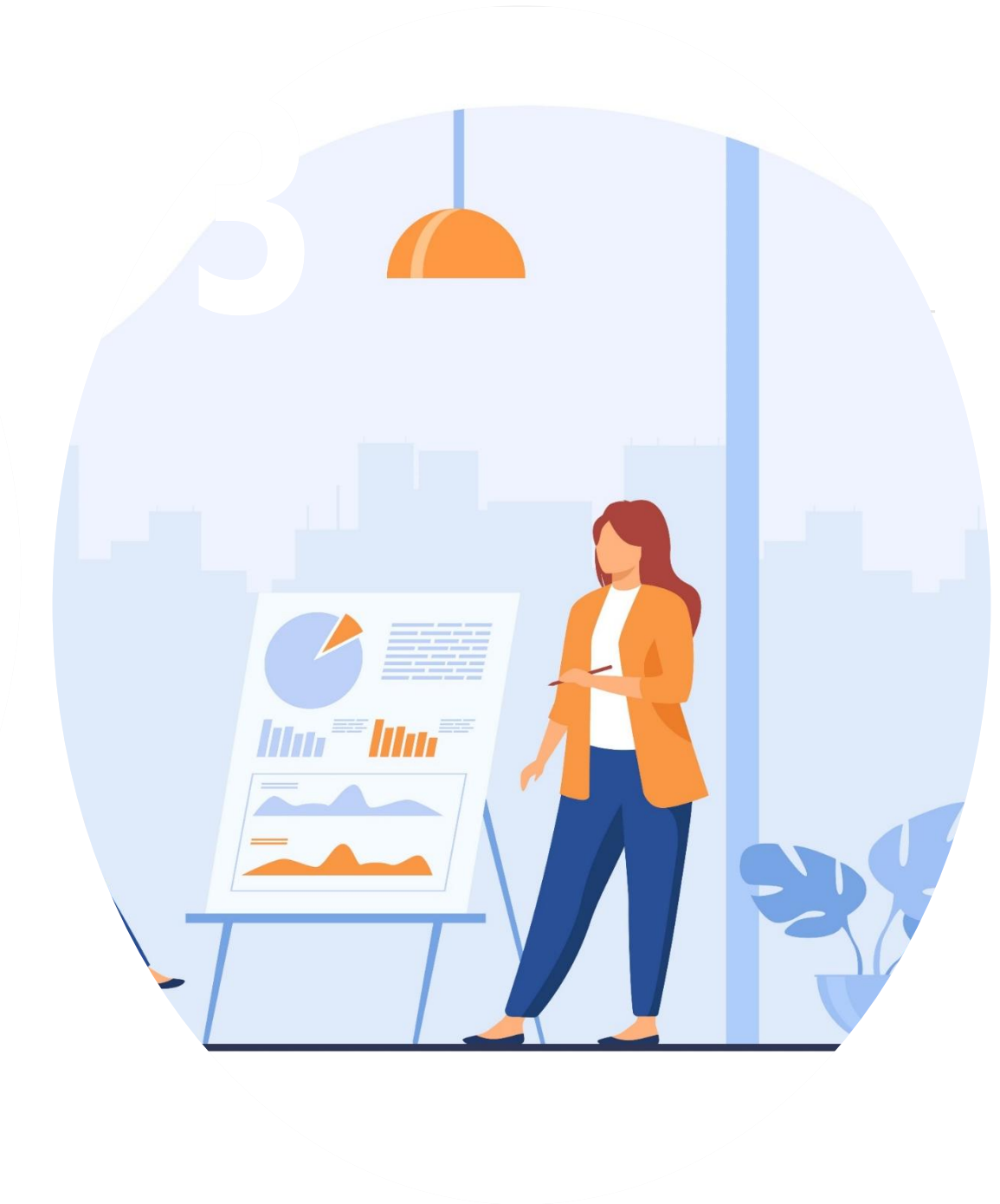
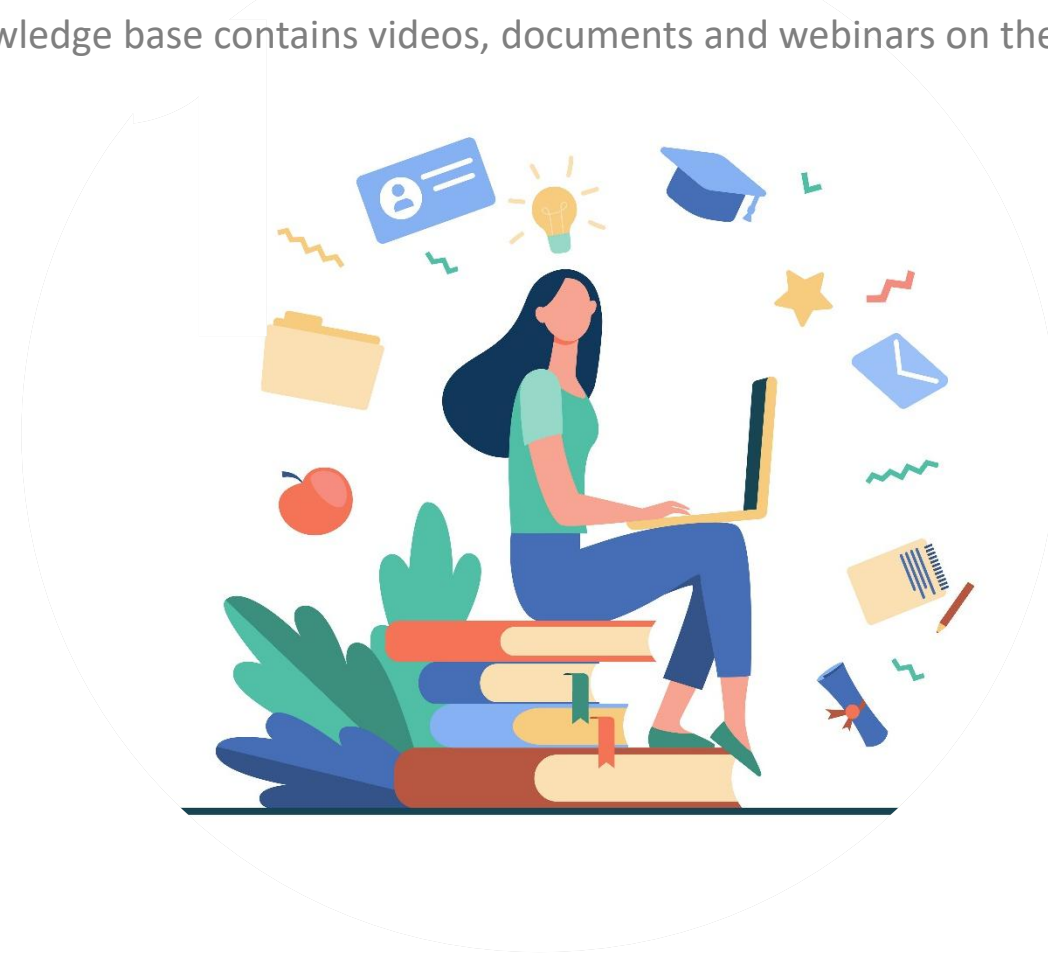
- Emergency plan training: First Aid
- Emergency plan training: Force majeure, fires, etc.
- Emergency plan training: technical problems such as power failure, cooling defective, etc.
- Emergency plan training: Staff
- HACCP concept (hygiene)
- Receipt of goods
- Storage and cold chain
- Preparation of the product portfolio
- Checkout and ordering of goods
- IT for company organisation, internal communication
- Staff management/outward appearance
- Motivation/sales training
- Quality and complaint management
- Further training



Training Concepts

For employees on site

Most of our in-house training is done via our Knowledge Base, which offers videos, documents and webinars on the respective topics. The knowledge base contains videos, documents and webinars on the respective topics.



Framework Contracts

Contracts

We were able to conclude framework agreements with our producers for the franchise system. After assurances of the best possible conditions from our insurance and financing partners, these also follow.

BURGER-NICK



Burger Nick ***Property Rights***



Franchisees, employees and customers, are subject to legal protection rights. We monitor compliance with these rights and keep them up to date throughout the company and on all official channels.



Franchise Handbook

Full transparency for our partners

By the EU Block Exemption Regulation for Vertical Distribution Ties (valid since 01.01.2000), we provide ONE complete or sufficiently documented franchise handbook to our partners.



2022

Germany

Burger Nick - Franchise
Handbook



Franchise Contract

Contract

Our franchise agreement is explained in more detail below.
This includes, among other things, the rights and obligations of the franchisor and franchisee.

Franchisor

- Provision of the business concept for use
- further services
 - Training
 - Consultation
- Duty to issue directives
 - Controlling
 - Market presence (Corporate Identity)
 - Quality Standards
- Obligation to provide comprehensive information on all relevant aspects
- Duty to optimise the franchise system in case of changing market conditions

Franchisee

- Sales promotion obligation
- Acceptance and sale of the contractual products or services
- Duty to uphold the franchise system concept
- Duty to refrain from competing activities
- Duty to act confidentially





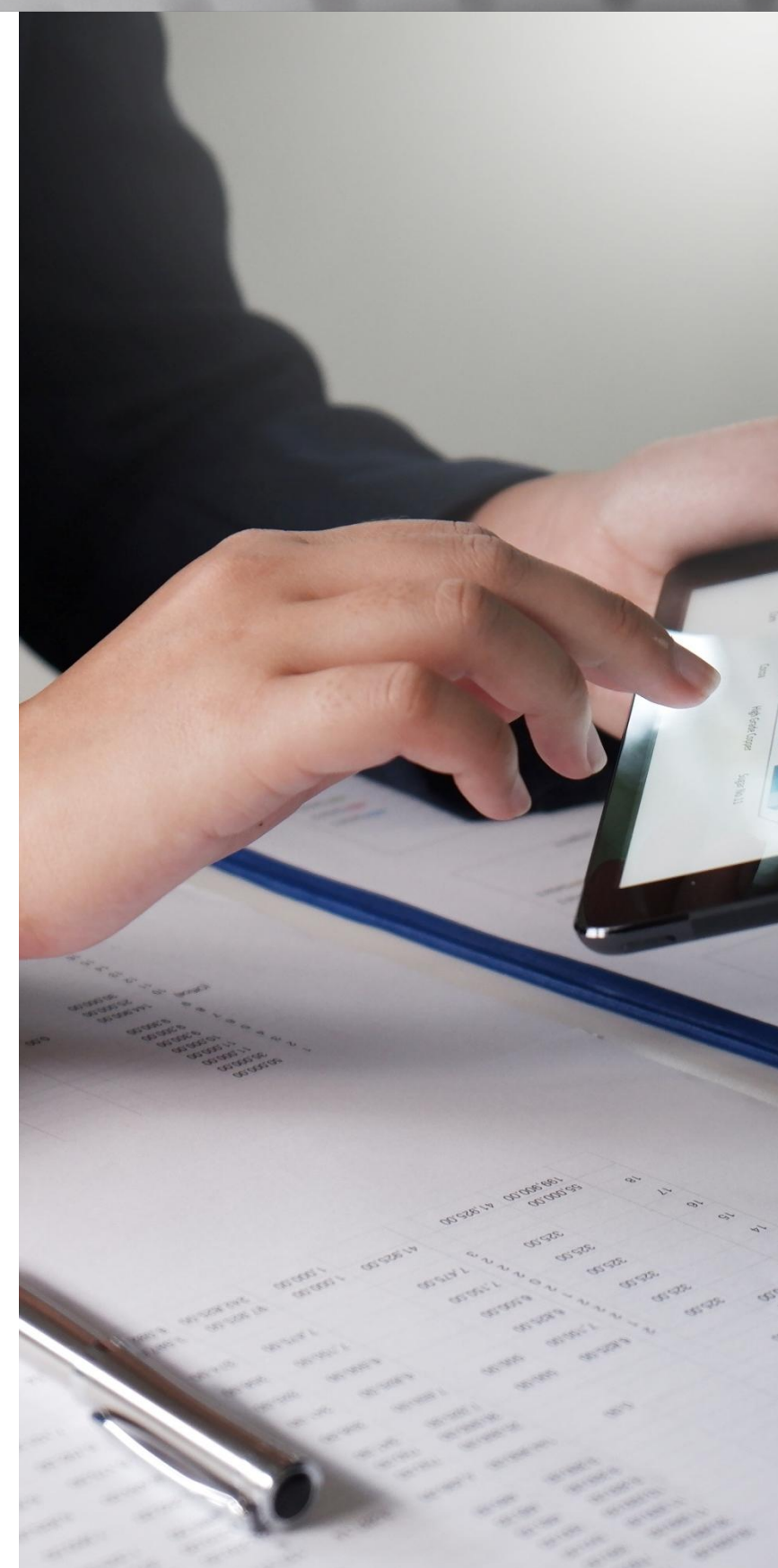
Franchise Fees

The franchisee pays an entry fee of
€ 20,000 to the franchisor.

%

Further costs

- 8 % ongoing franchise fees
- 2,5 % ongoing marketing fees



All content has been carefully reviewed
and is updated on an ongoing basis.
Burger Nick is committed to providing
accurate and complete information in this
Franchise Presentation but does not
warrant that the information provided
herein (including any pricing/calculations)
is accurate, complete or current.
Purchase prices and other variable costs
in particular are subject to natural
fluctuations. We reserve the right to
change the content of this franchise
presentation at any time.

All content was checked for accuracy at
the time of inclusion.



Burger Nick Compliance

Our values - responsible, entrepreneurial, innovative and open to new things - support us in a changing world. Our Code of Conduct sets the guideline for our business actions in order to live our values and commitments in the company.

Code of conduct

Wir verpflichten uns zur Einhaltung rechtlicher Vorschriften und ethischer Grundsätze. In unserem geschäftlichen Handeln setzen wir auf Integrität, ohne Ausnahme. Wir lehnen jegliche Form von Korruption und Bestechung ab. Eine faire Behandlung unserer Geschäftspartner ist für uns genauso selbstverständlich, wie wir dasselbe von ihnen verlangen. Wir sind als Franchise-Geber über Landesgrenzen hinweg tätig und bewegen uns stets innerhalb der jeweils gültigen rechtlichen Rahmens. Wir begegnen anderen mit Fairness und Respekt.

Money laundering

Auch bei der Auswahl unserer Partner achten wir darauf, dass sich diese an geltendes Recht halten und ihre Produkte und Waren aus seriösen Quellen beziehen. Daher prüfen wir die Identität potentieller Geschäftspartner gründlich.

Invitation, gifts and other personal benefits

We accept gifts only if they are of moderate value and are a gesture of courtesy in line with general business practice. We consistently reject gifts whose presumed purpose may be to influence a decision or official action. We do not give or accept cash or other forms of payment such as gift cards and shopping vouchers.

We exercise special caution when dealing with public officials or government representatives, as we always comply with the rules of the respective countries.

We act in the interest of our company, not in our personal interest.

Thank you.

"Coming together is a beginning, staying together is progress, working together is success."

dcp Instruments Ltd.

85 Great Portland Street
London
W1W 7LT
United Kingdom

E-Mail: info@dcp-instruments.uk
Web: dcp-instruments.uk
Web: burgernick.com