



## SUPPORT AND TRAINING

Although in its infancy, St Burger, is backed by highly respected hospitality group, David Peters Group (DPG), that has been operating cafes, restaurants and licensed bars for more than 40 years. Via the extensive hospitality experience of the DPG team, St Burger franchisees will have access to personnel with experience in marketing, human resources, finance and operations.

Following a comprehensive five week training program that includes both business management principles and in-store training, franchisees will open their own store with the help of an experienced Operations Team.



## NEXT STEPS

For more information, please contact:  
National Development Manager,  
Patrick Mulcahy,  
franchising@stburger.com  
0431 649 450

[stburger.com](http://stburger.com)



# JOIN US TODAY

[stburger.com](http://stburger.com)





## BRAND & DESIGN

St Burger is a new and exciting burger concept, launched in 2016 by hospitality business David Peters Group. The brand was developed in response to the burgeoning gourmet burger sector and has undergone extensive testing and product development in a pilot store based in Queensland.

With a focus on hand-made artisan burgers and product innovation that targets new trends while offering traditional favourites, St Burger has been a hit with locals of all ages.

Focused initially on building prominent High Street locations, St Burger's flexibility enables sites in both a large casual restaurant format and more compact fast-pace formats as well as shopping centre dining precincts.

## MENU

The menu has been developed to create an easy-to-prepare delicious range of burgers that appeal to a broad range of tastes.

There is flexibility in the concept to create localised specialities, such as the St Oxford Burger in the Oxford Street store currently operating.



## FINANCIAL INFORMATION

Model/Format	Foodcourt/ lifestyle dining precinct	Casual Restaurant
Approximate Size	50sqm	130sqm
Franchise Fee	25,000	25,000
Royalty	6%	6%
Network Marketing	3%	3%
5 week Training Program	included	included
Initial Marketing Store Launch	included	included
Opening Stock	included	included
Document Preparation, Legal, Accounting, Insurance	7,000	8,000
Rental Bond	8,000	8,000
Store Design + Fitout + Fixtures & Fittings	170,000	420,000
IT – hardware + software	2,000	2,000
Local Area Marketing – local charity/ community focus	1%	1%
Team Recruitment + Training	Site specific	Site specifi
Working Capital	Site specific	Site specific

All figures exclude GST and are estimates subject to site specific influences.