



QDCBURGER

EST. 1998

USDA & CANADIAN PRIME AGED BEEF RECIPE

Back Alley Adventures...



QDC Burger Franchise Network Inc.



BACK ALLEY ADVENTURES

THE CONCEPT

QDC Burger is a unique back alley adventure. It's a burger joint that takes you back to a place in time when life was simple and carefree. Where you played with old friends and made new ones. Come as you are, and chow down on a steak-cut USDA & Canadian Prime burger and freshly cut fries, washing it all down with a cherry cola or an ice-cold beer. *The menu has two options. Build Your Own Burger, for adventurous foodies, or, choose one the Chef's selection of 10 mind-blowing burgers,* from crowd favorites like the Surf n' Turf or the MOB Burger to the health conscious Kong Burger (Ahi Tuna) or the creative A Lover Burger (Organic King Salmon). Really hungry, no problem, go from the large 1/3 lb to the extra-large 1/2 lb of USDA & Canadian steak-cut beef.

Don't like bread? *QDC Burger has you covered!* Ask for the "skinny", your burger will be wrapped in lettuce. Got a raise, won the 6/49 or you're simply an everyday bon vivant, step right up to the counter and add seared foie gras, slices of black spring truffles, or a lobster claw!

Burgers start at 8.99 No reservations, no delivery, no fuss. Open 7 days a week, 24 hours on Thursday, Friday and Saturday. From sunrise to sunset. (In some locations)

**JOIN THE QDC BURGER
BACK ALLEY ADVENTURE!
GRAB A BURGER,
MAKE A FRIEND.**

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WHAT IT TAKES TO RISE TO THE TOP

Great attitude / Competitive Advantages /
Unique Locations / Quality Food

GREAT ATTITUDE !

It's a throw back concept that has a down-to-earth feel. Its not a cookie cutter franchise located on the corner of main and main! Locations are painstakingly chosen in high-density neighborhoods, in and around back alleys, just a little off main street. Chill out on a bench, in an alley, and enjoy your burger. *Viola ! The birth of the back alley adventure.*

QDC BURGER LOCATIONS !

Strategically, our QDC Burger locations benefit from lower than "main street" rental rates. QDC Burger is compact and features a stand-up counter and not more than 6 stools. The concepts small size (500 to 800 sf) encourages the bump & grind creating the "make a QDC Burger friend" approach. Coincidentally...hahaha...*the small size dramatically reduces the upfront high costs of construction and equipment.*

QDC BURGER MENU !

Now lets talk food. QDC Burgers are simply spectacular. Uniquely, we have created a secret recipe of USDA Prime & Canadian AAA "steak-cut" QDC burgers served on our signature brioche bun. *Amazingly delicious! The taste profile, on its own, has the ability to create a loyal cult-like following.* Of course... you can enjoy fresh-cut fries topped with coarse sea salt and ... yeah ... go ahead ... dip it into one of our signature aoli's or order our massive steak-cut onion rings. Not a beef eater... we have QDC Ahi Tuna and Organic Salmon Burgers. Com'on, smile! We thought of you!!!!

**ENJOY THE BACK
ALLEY ADVENTURE!
JOIN THE CULT**

BECOME PART OF THE QDC EXPERIENCE

We live in a very fast-paced world. We look at our cell phone a million times a day and spend time track our "likes". Ever find yourself in a restaurant and everyone at the table is on their cell phone? Or have you ever found yourself on the phone with an automated voice message saying... press 1 for French, press 2 for English... *Yeah, we've been there too!*

QDC Burger is a back to basics down to earth concept. It's a neighborhood concept. Unplug. Chill. Grab a delicious burger and bench in an alley with an old friend or make a new one.

No fuss. No reservations. Enjoy the back alley adventure!

Being a QDC Burger Licensee means you are not pretentious, you love people and you love food. We'll give you the delicious food, a great location, a marketing strategy and a cutting edge concept, this rest is up to you!

**GRAB A GREAT BURGER,
DAY OR NIGHT. SMILE.
CONNECT. MAKE A
FRIEND.**

MARKETING STRATEGY

The QDC Burger concept is neighborhood driven and so is our targeted marketing strategy. *Our primary focus is to establish a strong and loyal connection with the community where the QDC Burger is located.* We cater to the entire family and support local community activities such as soccer and hockey teams as well as local schools and community fund raising activities. On a macro level QDC has an aggressive social media presence promoting the QDC Burger brand.

Store opening campaigns will feature QDC Burger baseball cap and t-shirt give-a-ways as well as community newspaper coverage, social media and more.

Local advertising is encouraged in each unit to embed QDC Burger in the community and to develop a loyal cult-like following.

**COMMUNITY &
GENEROSITY ARE THE
CORNERSTONES OF QDC
BURGERS MARKETING
STRATEGY.**

PRODUCT PROCUREMENT

Food quality and consistency amongst all QDC Burger locations is a critical element to success. Multi-unit brands are often doomed because of varying quality from one location to another. *To address this risk variable, we have secured centralized production & distribution* of core menu items such as burgers, tuna, salmon, chicken, sauces, aioli, and brioche buns. All products must be bought from our centralized distribution center and we guarantee that they are listed at competitive prices. Less critical items such as tomatoes, lettuce, onions and potatoes can be purchased through recommended and authorized suppliers that we will give you. Our policy is not to use centralized purchasing as a profit center, but rather

TO ENSURE PRODUCT QUALITY, CONSISTENCY AND THE OVERALL SATISFACTION OF OUR CUSTOMERS.

MENU



☆☆☆ CHEF'S BURGERS ☆☆☆

fries or small salad is included

<input type="radio"/>	MOB Pepperoni, sautéed mushrooms, fire roasted red peppers, mozzarella cheese, spicy harissa tomato sauce, parmesan shaves & truffle oil.	15.99
<input type="radio"/>	LEFTY'S Caramelized onions, swiss cheese, smoked pork belly bacon, sautéed mushrooms, garlic aioli.	15.99
<input type="radio"/>	O ET TERRE (CAJUN SHRIMP & BEEF) Beef, spicy shrimp, caramelized onions and garlic aioli, arugula, tomato chutney.	17.99
<input type="radio"/>	KONG (YELLOWFIN TUNA) Cucumber, marinated wakame (seaweed), tomato chutney, mushrooms, wasabi aioli.	16.99
<input type="radio"/>	JEFFERSON Pulled braised ShortRibs, swiss, white cheddar, sautéed mushrooms, sunny egg, Bearnaise.	16.99
<input type="radio"/>	STEAKHOUSE BURGER Mushrooms & creamed spinach with cheese sauce, parmesan brulee & truffle	16.99
<input type="radio"/>	THE "RICO" OPERA BURGER QDC Beef patty, Bacon Jam, truffle, Danish Blue cheese, onion ring, garlic aioli.	15.99
<input type="radio"/>	GENERAL TAO'S BURGER Panko breaded chicken Tossed with spicy General Tao's sauce, Asian style thick cut pork belly Kimchi slaw, Lobster curry mayo	16.99
<input type="radio"/>	VEGAN BURGER Lentils & chickpea patty, tomato relish, caramelized onions, spicy Harrisa sauce	14.99
<input type="radio"/>	FRENCH DIP SANDWICH FOIE GRAS & TRUFFES JUS 10" Steak sandwich, onions & swiss cheese, in crusty baguette	17.99
<input type="radio"/>	LOBSTER ROLLS New England Lobster & shrimp rolls with spicy lobster curry mayo.	24.99
<input type="radio"/>	STEAK FRITES USDA PRIME Flank Steak Dry aged, sliced, truffle Bearnaise sauce.	22.99

☆☆ BUILD YOUR OWN BURGER ☆☆

CLASSIC BURGER	<input type="radio"/> 1/3 lb. 5 oz	8.99
Served with Tomatoes, Onions, Lettuce and Pickles.	<input type="radio"/> 1/2 lb. 5 oz	12.99

CHEESE 2.50 EACH	<input type="radio"/> Aged White Cheddar	MEAT 2.75 EACH	<input type="radio"/> Smoked Pork Belly Bacon	VEGETABLES 2.25 EACH	<input type="radio"/> Sautéed Mushrooms
	<input type="radio"/> Yellow Cheddar		<input type="radio"/> Short Ribs In Sauce		<input type="radio"/> Caramelized Onions
	<input type="radio"/> Swiss		<input type="radio"/> Pepperoni		<input type="radio"/> Oyster Mushrooms
	<input type="radio"/> Mozzarella				<input type="radio"/> Spicy Tomato Relish
	<input type="radio"/> Goat Cheese				
<input type="radio"/> Farm fresh egg 1.50					

SPECIALITIES	<input type="radio"/> Lobster 14.99	SIDES	<input type="radio"/> Steakhouse fries 3.99
	<input type="radio"/> Cajun Shrimp 14.99 (3)		<input type="radio"/> Short Ribs Poutine 14.99
	<input type="radio"/> Foie Gras 15.99		<input type="radio"/> Regular Poutine with gravy 9.99
	<input type="radio"/> Black Spring Truffles 16.99		<input type="radio"/> Fried Onion Rings Jack & Beer batter 6.99

DRINKS 2.00 EACH	<input type="radio"/> Coke	MILKSHAKES	<input type="radio"/> Vanilla 6.50 Each
	<input type="radio"/> Diet Coke		<input type="radio"/> Strawberry 6.50 Each
	<input type="radio"/> Sprite		<input type="radio"/> Chocolate 6.50 Each
	<input type="radio"/> Dr. Pepper		<input type="radio"/> Fiji 500 ml. 3.50
<input type="radio"/> Root Beer			
<input type="radio"/> Ginger Ale			
<input type="radio"/> Cherry Cola			
<input type="radio"/> Fiji 500 ml. 3.50			

INVESTMENT & SALES

Your QDC Burger location will range in size from 500 sf to 800 sf. The equipment package and leasehold improvement costs vary from location to location due to the size and the condition of the premises. Nevertheless, our predetermined turnkey budget for a QDC Burger location will range from \$225,000 to \$325,000 including the \$25,000 Brand License Fee payable upon signing the QDC License Agreement. **Targeted unit sales are projected to be \$600,000 producing an EBITDA of 15%-20 or \$90,000 - 120,000 annually.** Depending on your credit worthiness, all you need to do is show up with \$50,000 to \$75,000 and we'll get the balance of financing together!

**TO BE GREAT, YOU GOTTA
HAVE SOMETHING
SPECIAL.
QDC BURGER HAS A
WHOLE LOT OF SPECIAL!**

SHARE THE VISION

Okay. Facts are facts. *La Queue de Cheval Steakhouse is an iconic Montreal brand and QDC Burger is his down to earth baby brother.* Nevertheless, the principles of product quality, hospitality and creating an engaging environment run through his veins.

Our goal is to ensure that QDC Burger lives up to its family name. We are delivering a superior quality product that surpasses the competition and is consumed in a back alley, not on a white china plate with fancy seating and a professional wait staff. These are unnecessary costs that drive up the investment costs and drive down profits. This is an authentic burger joint designed to serve the masses not the classes.

**THIS IS SIMPLY THE BEST
BURGER AND IT WILL BE
SERVED WITH A LOT OF
ATTITUDE.**

That's right. In an alley. If its raining or snowing you can hide under an awning or come into the QDC Burger restaurant that has 6 stools and standing room for 20 along the counter. The imbalance between a Kings product sold in a "common environment" creates the magic of the moment.

WHAT WE'RE LOOKING FOR ...

Operating a QDC requires a willingness to devote personal time and effort managing day-to-day operations. *Having the following traits are essential to qualifying as a potential licensee:*

RESTAURANT EXPERIENCE
(Kitchen & Floor operations)

**GOOD COMMON BUSINESS
SENSE**

**UNDERSTANDS THE DEVOTION
& DEDICATION THAT IS NEEDED**

**THE ABILITY TO MANAGE
FINANCES**

ATTENTION TO DETAIL

**CAN EFFECTIVELY LEAD AND
DEVELOP PEOPLE**

**A STRONG AND COMMANDING
PERSONALITY**

A SENSE OF HUMOR

OUTGOING PERSONALITY

CRITERIA & STEPS TO OWNING A QDC...

STEP 1

Please contact us at info@qdcburger.com and we will e-mail you an application form. Upon completing it simply e-mail it back to us. This information is necessary in order to review the qualifications of applicants and will be kept strictly confidential.

STEP 2

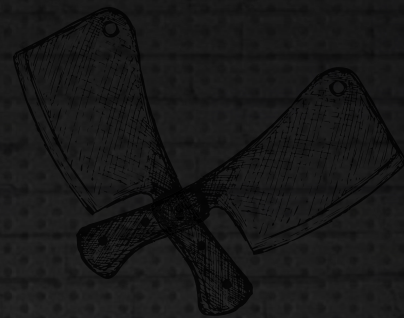
Once we have received and evaluated your application form, one of our representatives will contact you to schedule a personal interview. This friendly interview is designed for you, giving you the opportunity to ask questions and receive information about our QDC Burger philosophy, culture and business practices.

STEP 3

We will provide you with a copy of our License Agreement so that you can discuss this opportunity with trusted advisors such as your family, friends, accountant and attorney for a 10 day period prior to making a final decision. At this time we will require a fully refundable \$5,000 deposit. If we're a great match and you have decided to proceed your deposit will be applied towards your \$25,000 QDC Burger Banner Fee. Congrats, your back alley adventure has begun!

Thank you and best regards,

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