



# Vera's Burger Shack® Franchise Information



Vera's Burger Shack® started as a beach concession in 1977 under the watchful eye of Vera and her husband Frank. Vera prided herself on serving the best possible food, along with a passion for looking after the people who would come down to the beach, sometimes daily, to get one of their burgers.

As Vera and Frank got older they handed over the day to day operation of the “shack” to their granddaughters, who carried the torch for the next generation.

In 2000 Gerald Tritt, a family friend, took over the concession and under his watchful eye continued the traditions that had made “Vera's” an institution; namely quality and freshness.

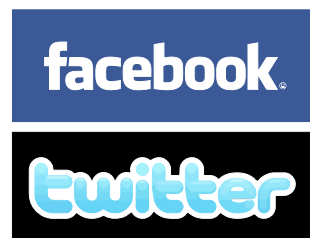
Since 2001 Gerald and his partner, Noah Cantor, have ensured that Vera's remains committed to providing an experience that makes you want to come back for more by using only top tier ingredients and making our fresh burgers ourselves.

- Our 6 ounce burgers are made fresh to order and served slightly pink so they take a little longer
- Our milkshakes are made using real ice cream
- Our Vera's sauce is made to make you want to drink it

These are the things that make Vera's what it is; a great burger joint. If you don't like something, let us know and we will fix it.

We serve an honest burger which is why we have consistently won “Best Burger” awards for the last 8 years.

**“You Can't Beat Vera's Meat.”**



Vera's Burger Shack® employs a full compliment of advertising and marketing tools including newspaper, radio, TV and social media with communities on Facebook and Twitter. Vera's Club has 4500 members online who receive monthly prizes and birthday Gift Certificates.

Vera's customers can also order online and buy Gift Cards at: [www.verasburgershack.com](http://www.verasburgershack.com).



## Vera's Burger Shack® - Franchise Information



### Our Franchise Opportunity

Vera's Burger Shack® takes great care in selecting franchisees. As a potential franchisee, you should be equally sensitive to whether a Vera's Burger Shack opportunity is right for you.

Owning Vera's Burger Shack® franchise can be a rewarding experience: pride-of-ownership, self-reliance and a potential for greater future earnings are just to name a few. Please carefully consider your commitment to achieving your goals before embarking on the entrepreneurial adventure of becoming a Vera's Burger Shack franchisee.

- North Vancouver
- Coquitlam
- Burnaby
- New Westminster
- Surrey
- Richmond
- Langley
- Steveston
- White Rock
- Tsawwassen
- Kelowna



To succeed you must build for the future. This commitment to the future is expected of every Vera's franchisee, and every franchisee can expect no less from Vera's Burger Shack.. It is a reciprocal relationship.

Vera's Burger Shack® franchises are strengthened by consistency throughout the stores. Uniformity is a key element in the franchise recipe for success. At the same time we understand the need to be creative, which is why we allow our franchisees' the ability to run their own "locals burgers." We recognize that being successful in the food industry is also a personal process. We encourage locals' menus created and based on your regular customer base; what better way to reward a person than to name a burger after one of them. Our combined successes depend on our co-operative efforts. Cooperation, capability and a firm commitment - yours and ours - create the Vera's Philosophy. If Vera's Burger Shack® is the right product for you then please take a moment to complete one of our application forms and return it to us promptly. We will give your application our immediate attention and contact you to further discuss this opportunity in detail.

**You've already made the first steps toward owning and operating a Vera's Burger Shack® of your own. Here's your checklist of the next steps necessary to become a Vera's Burger Shack® franchisee.**

- Complete and return the enclosed Confidential Application to Vera's Burger Shack®,
- Vera's Burger Shack® reviews your Application.
- Preliminary approval is granted to proceed.
- Meet with a Vera's Burger Shack® representative for an interview & detailed discussion of the franchising opportunity.
- Receive Disclosure Documents.
- Visit Vera's Locations (optional).
- Submit Business Plan for approval by Vera's Burger Shack®.
- Vera's Burger Shack® reviews and approves Business Plan.
- Final Interview with Vera's Burger Shack® representatives in Vancouver, BC.
- Receive & sign Franchise Agreement with Qualified Protected Area and submit payment of franchise fee.
- Vera's Burger Shack® grants final approval and signs Franchise Agreement.
- Marketing timetable finalized.
- Training timetable finalized.
- Secure location for store.
- Store opening timetable finalized.
- Construction and commissioning process underway.
- Open for business.



## Franchise Support Services

Franchisees who invest in a Vera's Burger Shack® outlet, receive a full complement of services, from site selection to opening day and beyond.

### Site Selection

When required Vera's Burger Shack® will utilize the services of a Commercial Real Estate Broker to obtain a suitable site for the Franchisee. The selection will consider a protected area that is established for each individual franchise location.

### Design and Construction

Vera's Burger Shack® will meet with a contractor of your choice or provide a suitable contractor for the build-out of the new location. We will provide a design based on the standards that to which all Vera's must adhere. We will also provide on-site inspections to ensure adherence to those standards.

### Training

Extensive in-store training programs cover all aspects of store operations. From best practices, computer operations, human resources and leadership to financial analysis, Vera's has a training program to fit the Franchisees' needs.

### Operational Support

Vera's will provide ongoing support services to assist the Franchisee in the operations of his/her Vera's Burger Shack®.

### Purchasing

Vera's Burger Shack® negotiates contract pricing with all of its suppliers to provide one-stop-shopping for all key ingredients and supplies required for store operations.

### Communications

Regular newsletters keep you informed on new ideas, operational tips and general information of interest.

### Store Operations Manual

Detailed and comprehensive training and operations manuals (eg. a Managers Reference Guide and New Store Opening Manual) are provided to each store and updated as operational procedures are refined and enhanced.

### Trademark Usage

Vera's Burger Shack® trademarks, designs and operating procedures used by all franchisees, have been designed to create a strong & consistent Vera's Burger Shack image.

**A Vera's Burger Shack® is an investment in your future. An initial financial investment is required, but that is not the only investment you will make. As you build your Burger Shack, your greatest investment is your personal commitment to the "Shack". Thus, we urge you to take a moment to assess your personal and financial abilities.**

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## Franchise Investment

The capital investment required to purchase and operate a Vera's Burger Shack® varies by location, landlord design criteria and contractor pricing in each market. The following is an estimated range of costs to open a Shack. Please note that all applicable taxes are not included.

	<b>Low</b>	<b>High</b>
<b>Franchise Fee</b>	\$ 30,000.00	\$ 30,000.00
<b>Build Out Costs</b>		
Leasehold Improvements & Fixtures	\$ 75,000.00	\$175,000.00
Equipment & Smallwares	\$ 50,000.00	\$125,000.00
Computer Package	\$ 6,000.00	\$ 12,000.00
Designs/Permits/Disbursements	\$ 3,500.00	\$ 11,000.00
<b>Total Build Out Cost</b>	\$ 164,500.00	\$353,000.00
<b>Related Opening Costs</b>		
Opening Advertising & Promotion	\$ 5,000	\$ 10,000.00
Rent & Deposit	\$ 4,000.00	\$ 10,000.00
Opening Inventory	\$ 6,000.00	\$ 9,000.00
Working Capital	\$ 15,000.00	\$ 30,000.00
<b>Total Related Costs</b>	\$ 30,000.00	\$ 59,000.00
<b>Operating Store</b>	\$ 194,500.00	\$4012,000.00
<b>Unencumbered Cash Required</b>	\$ 60,000.00	\$130,000.00

## Franchise Requirements

Owning and operating a Vera's Burger Shack can be exciting and very rewarding. Your hard work and dedication are essential ingredients, particularly during the start-up period. Success depends upon your continued personal involvement and your commitment to execute the Vera's Burger Shack philosophy.

Therefore, Vera's Burger Shack® places a great emphasis upon Franchisee applicants meeting these qualifications:

- You must be prepared to devote full-time energy and enthusiasm towards operating your store(s).
- You must have a strong character, be self-motivated, maintain a positive attitude and show the ability to operate a business in the fashion and standards required by Vera's Burger Shack..
- You must be willing to follow a structured operating system which also allows creativity.
- Operating a business can be physically and mentally demanding, therefore you must be in good health.

You must have a satisfactory financial rating and demonstrate the ability to finance the capital cost, ongoing operating costs and working capital of the store as required.



## Vera's Burger Shack® - Franchise Information



### **How much is the initial Franchise Fee?**

The Franchise Fee for an external candidate is \$30,000 for the initial term of the Franchise.

### **How much are the Royalty payments?**

Royalties are 6% of Royalty Sales (gross sales less taxes & discounts), paid weekly through pre-authorized payment.

### **How much are Advertising Royalty payments?**

Currently advertising is capped at 1.5% of Royalty Sales to be spent evenly on both local and area campaigns, however we reserve the right to request specific advertising expenses for specific campaigns.

### **What is the term for a typical Franchise Agreement?**

The initial term of the Standard Franchise Agreement is granted for a period of 10 years. In most cases it is renewed for an additional 10 year term at the end of the initial term.

### **Does Vera's Burger Shack® provide financing to Franchisees?**

Vera's Burger Shack® does not provide financing. Traditional franchise methods of acquiring financing are recommended. Government supported small business/franchise loans may be available to qualified applicants. \$60,000-\$130,000 unencumbered cash per location is required. We will however arrange a meeting with our bank if you choose to finance out your operation.

### **Who selects the store location?**

The Franchisee selects the location. Vera's Burger Shack® provides site selection criteria to assist with the search. We recommend utilizing a commercial real estate broker to help with site selection. Vera's Burger Shack® must grant final site approval.

### **Is prior food service experience necessary?**

Although not essential, related food service experience is extremely helpful.

### **Who signs the lease?**

The Franchisee signs the lease(s) for their store(s). The Franchisee will then enter into a sub-lease agreement with the Franchisor. It is strongly recommended that outside legal advice is obtained prior to signing any lease or franchise agreement.

### **Who is responsible for store build-out and development?**

Vera's Burger Shack® co-ordinates the building program from store design and construction through leasehold completion and equipment placement.

### **What is the return on investment and profitability of a Vera's Burger Shack Franchise?**

The profitability and return on investment for a Vera's Burger Shack® Franchise is dependent on many factors. These include the quality of the location, competition, sales volume, fixed costs, cost of financing and the Franchisees ability to run a successful operation.

### **Is a Franchisee required to be personally involved in the day to day operation of a store?**

It is preferred that the Franchisee be "Hands On" in all facets of the business. However, an appropriately trained, operationally approved manager may assume the in-store responsibilities of a Franchisee.

### **What Training does a new Franchisee require?**

Every new Franchisee, (or their designated representative) will be required to successfully complete an initial 3week training program at a Vera's Location. The balance of the training program, (up to 6 weeks) will be tailored to suit the needs and abilities of each candidate.

### **Can a Franchisee own more than one Vera's Burger Shack®?**

Yes, provided that the Franchisee has demonstrated to the satisfaction of Vera's Burger Shack® that they are financially capable and can properly manage more than one store.

### **Can a Vera's Burger Shack® franchisee sell their franchise?**

Yes, subject to approval of the sale and the incoming Franchisee by Vera's Burger Shack. A transfer fee is charged.

**If you have any other questions we haven't answered, please do not hesitate to contact us.**

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### Sample Menu



#### Vera's BASIC BURGERS

Our 6oz burgers are prepared daily by us!  
All burgers come with the Usual Suspects (ketchup, mustard, relish, lettuce, tomato and Vera's Sauce)

- The Vera Burger 5.99
  - Our classic hamburger
- The Double Burger 8.49
  - Our classic hamburger only TWICE as good
- The Organic Burger 9.99
  - All natural certified organic beef
- Veggie Burger 5.99
  - Our own veggie burger
- The Lamb Burger 9.99
  - "So good it's baaaad."
- The Turkey Burger 7.99
  - "You'll gobble it up"
- The Chicken Burger 7.99
  - Grilled or fried, tossed in BBQ, honey mustard or hot sauce

**Basket of Sliders - Four bite-size burgers 8.99**  
• With cheddar, ketchup and Vera's Sauce



#### COMBO UP ANYTHING!

Fries & a bottomless fountain pop - 3.99  
Substitute onion rings or sweet potato fries add - 1.79



#### EXTREME FLAVOUR SHOTS

All burgers come with the Usual Suspects

**THE USUAL SUSPECTS**  
Ketchup, mustard, relish, lettuce, tomato, Vera's Sauce



#### Vera's SPECIALTY BURGERS

Substitute chicken for 2.00  
Make mine a double - add 2.50

- The Canuck Burger 8.49
  - Our classic bacon cheeseburger
- The Frank 8.99
  - Single patty & a sliced Vera dog, cheddar and fried onions
- The Pawer Burger 8.99
  - Single patty, a fried egg, cheddar & fried onions
- The Cantor 8.49
  - Single patty, all beef salami and fried onions
- The BBQ Burger 8.99
  - Single patty, provolone, bacon, fried onions, and BBQ sauce
- The G-Money 10.49
  - Double patty, cheese & fried mushroom = double odds
- The Doug Special 10.99
  - Open-faced, double patty, cheese, fried onions & chili
- The Stinger 8.49
  - Single patty, Jalapeño bottle caps and cheddar
- The Baja Burger 8.99
  - Single patty, salsa, guacamole, cheese & hot peppers
- The Vic 10.49
  - Double patty, cheese & fried onions = a double bypass
- The 4 Cheese 8.99
  - Single patty, provolone, feta, cheddar & blue cheese

No Charge Flavour Shots: A la carte or choose a group

**THE WORKS**

Ketchup, mustard, Dijon mustard, relish, mayo, Vera's Sauce, lettuce, raw onions, tomato, hot peppers, hot sauce, pickles, BBQ sauce, honey mustard

Flavour Shots: A la carte with charge:

- Roasted garlic, fried onions, fried mushrooms 79 per item
- Cheddar cheese, feta cheese, salsa, guacamole, bacon, Jalapeño bottle caps 1.29 per item
- Blue cheese, provolone, fried salami, fried egg, a scoop of chili 1.79 per item



#### Vera's LIQUIDS

One size only bottomless fountain pop

- Fountain Drinks 20oz - 2.29
- Bottled Water 2.29
- Bottled Pop or Juice 2.49
- Boylens Soda 2.99
- Milkshakes 4.99
- Chocolate, Strawberry, Vanilla, Banana, Blackberry, Raspberry



#### DOGS & OTHER STUFF

- The Vera Dog 4.99
  - All beef and custom made for us
- Chili Cheese Dog 6.99
  - "Ya got your chili...ya got your cheese"
- Philly Cheesesteak 7.79
  - Shaved ribeye steak, fried onions, fried mushrooms, provolone and Vera's Sauce
- BLT on a Bun 5.99
- Salami & Fried Onions on a Bun 5.99
- Bowl of Chili 5.99



#### Vera's FRIES & SIDES

- Fries 3.49
- Sweet Potato Fries with Vera's Sauce 5.99
- Brew City Onion Rings 5.99
- Frings half fries, half rings 5.99
- Chili Fries 6.59
- Poutine 5.99
- Jalapeño Bottle Caps with Vera's Sauce 4.99
- Side of Gravy 0.99
- Side of Vera's Sauce (garlic/mayo) 0.49

[www.verasburgershack.com](http://www.verasburgershack.com)

### Contact Information

#### Head Office:

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