



**CRAFTING BURGERS**  
**BUILDING SUCCESS**

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

# The Beginning

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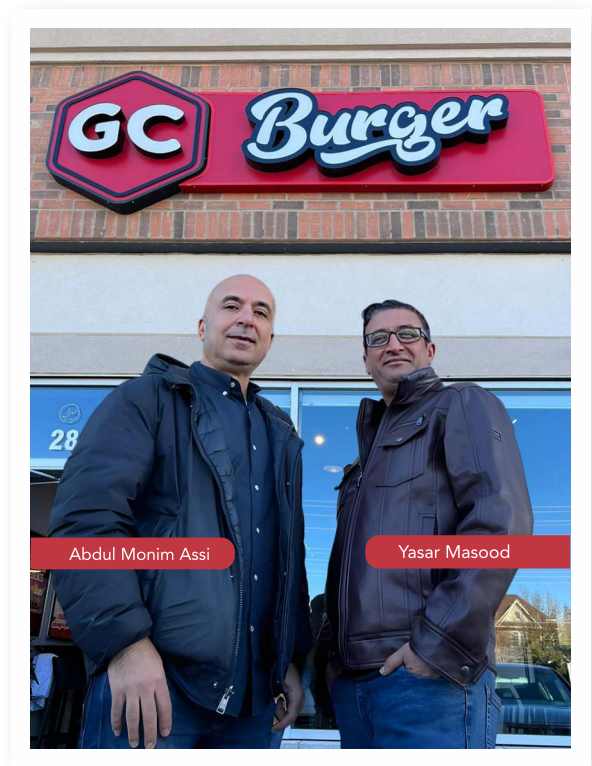
A serendipitous meeting between Abdul Monim Assi, a real estate developer, and Yasar Masood, a 15-year burger industry veteran, ignited a delectable culinary revolution. These two passionate entrepreneurs, each a maestro in their respective fields, envisioned a distinctive burger establishment that would stand out by serving only the pinnacle of fresh quality.

Their journey was meticulously carved, spending a year in rigorous testing and trials, culminating in a simple yet exquisite menu that exclusively utilized fresh, natural Canadian ingredients.

The day GC Burger opened its doors in Mississauga, Ontario, it was met with immediate acclaim and success, a testament to the founders' dedication and culinary expertise.

Abdul and Yasar, propelled by an unyielding spirit and the overwhelming success of GC Burger, see every achievement not as a peak but as a stepping stone to greater heights. The overwhelming success and burgeoning franchise inquiries have only fueled their ambition further.

We extend a heartfelt invitation for you to join this journey, becoming a pivotal part of a story that's not just about creating burgers but also about enriching lives through extraordinary culinary adventures.



# Concept & Vision

The GC BURGER concept revolves around freshness, high quality natural ingredients and fresh Canadian beef. Every burger is made with passion, “no compromise on quality and freshness no matter what”. The founders are committed to this because they know this is what sets GC BURGER apart from the burger crowd.

“ Our Vision is to expand GC BURGER throughout the country and be one of the leading brands in the better burger category. ”

*Abdul Monim Assi, President*

## Made with Natural Ingredients

### Fresh Buns

Brioche Buns that are light, buttery and pillow-y, lightly toasted.

### It's better Grilled

Try our Maple Bacon jam, Grilled mushrooms, Sautéed onions or Grilled Jalapenos for some savory grilled flavors.

### Cheese

American Cheddar melted right on the patty oozing some good old cheesy goodness.

### The Beef

100% fresh Premium Canadian beef, hand-cut & ground in-house daily.



### Fresh Cut Fries

### Toppings

All our toppings are hand cut and prepped daily on site. Crisp green leaf lettuce, succulent tomatoes, Spanish onions and dill pickles

### The Sauce

Our signature sauces; made in-house from scratch using quality ingredients. GC Sauce, GC BBO Sauce and the GC Soiced Aioli

# The Burger Market in Canada

Canada is savoring burgers more than ever, with 46% indulging at least weekly. At GC BURGER, we've successfully tapped into this burgeoning trend, ensuring every burger is a blend of quality and innovative culinary craft.

Our commitment to fresh, delectable ingredients isn't just a practice; it's a principle that has proven both viable and rewarding. We've elevated the classic burger, prioritizing domestic beef and adapting our menu to meet modern demands with flair.

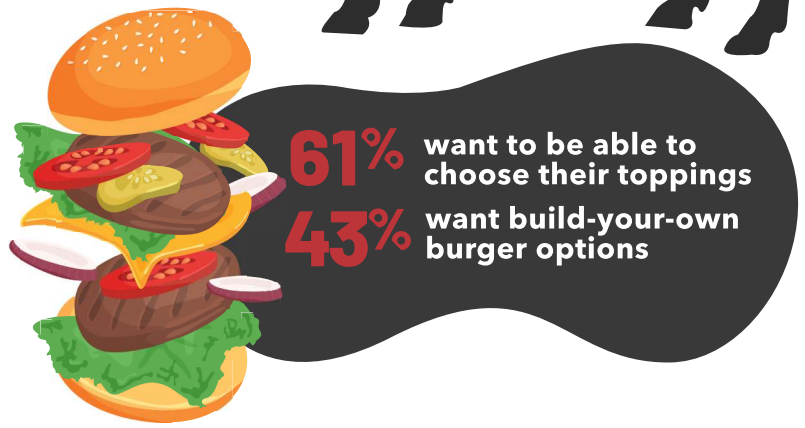
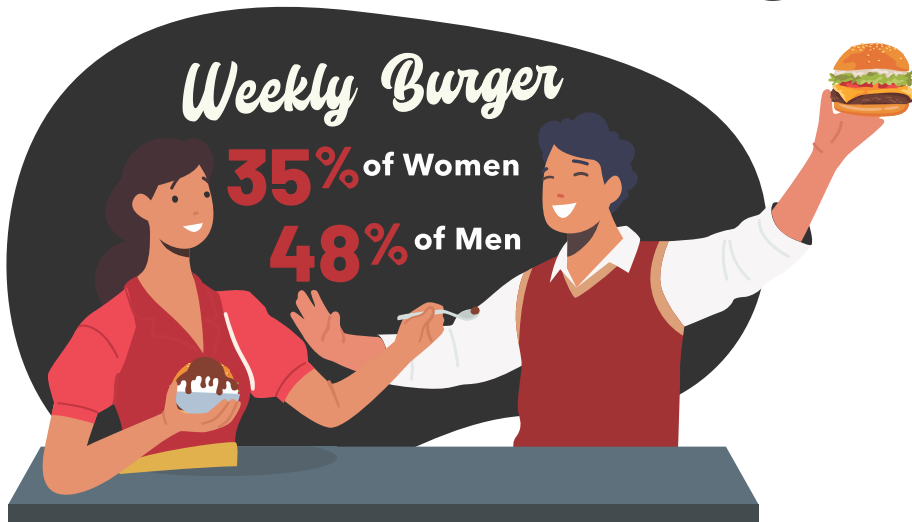
Looking ahead, we're infusing our offerings with innovative new flavors, particularly through unique sauces and premium toppings, to cater to the growing appetite for distinctive, gourmet burgers.

GC BURGER doesn't just serve meals; we create experiences. Offering not only a symphony of flavors but also remarkable value, our burgers are crafted with precision and served with love.

With a future as tantalizing as our menu, GC BURGER is on a trajectory to carve out a substantial portion of Canada's \$10.7 billion burger market, promising a journey that's as profitable as it is flavorful.



# CANADIANS LOVE THEIR Burgers



# The GC BURGER Business Opportunity

Joining the GC BURGER Franchise network puts you in “business of your own but not on your own”. It allows you to:

- Own a proven restaurant business
- Grow with a growing franchise brand
- Join a well-established franchise company with big goals
- Be one of the first franchisees in the system which provides big benefits
- Choose from a wide available area for location development
- Achieve a quick Return On Investment (ROI)



# Estimated Initial Investment for a Single Unit

	COST	INCLUDES
Location (1200 to 2,000 sqft)	\$476,000 – \$710,000	Construction, Equipment, Décor, Signage, POS, Working Capital
Franchise Fee	\$50,000	Training, Trademark, Tradename and System use and Pre-Opening Assistance (incl. in the estimated total cost)
Royalty Fee	6%	Post-Opening Ongoing Support and Guidance
Marketing Contribution	2.5%	Post-Opening National Advertising Fund

Small Business loans [SBL] are available with most banks, applicants must invest 30% of the total cost to qualify for a SBL along with guaranteeing 25% of the loan amount.

# Our Support

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Becoming a GC BURGER Franchisee will give you access to:

- **A comprehensive operational & management training program for up to 3 persons**
- **Assistance in choosing and leasing a location**
- **Assistance in construction**
- **Guidance and support in the pre-launch of the business**
- **Assistance in establishing a strong online presence**
- **On-site support during opening**
- **Continuous guidance and support post-opening**
- **On-going research & development to ensure business growth and sustainability**
- **Introduction of new and innovative products**





# Qualification

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To qualify as a GC BURGER Franchisee, applicants should possess the following:

- **Restaurant Experience**
- **Business Management skills & Experience**
- **Willingness to be hands-on in the running of the day-to-day business**
- **Passion for customer service and product quality**
- **Ability to work independently but within the GC BURGER franchise system**
- **Adequate financial requirements**



# Steps to owning your **GC BURGER** restaurant

From our first meeting until the successful start of operations of your own GC Burger restaurant, we will have these crucial steps:

- 1 Complete Franchise Application**
- 2 Meet with Franchise Director**
- 3 Sign a Confidentiality Agreement**
- 4 Deposit**
- 5 Review Franchise Agreement**
- 6 Sign Franchise Agreement**
- 7 Undergo Training**
- 8 Lease & Construct a Location**
- 9 Open for Business**



Scan QR code to Apply







Are there good burger joints in GTA? Yes.

Can we do better? Absolutely.

Over time many restaurant chains lose sight of the most important aspect of the business – fresh food and premium ingredients.

We are passionate about doing things the right way.

That's what GC Burger is all about.

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**For more information on our franchise opportunity,  
contact us:**

**[franchise@thegcburger.com](mailto:franchise@thegcburger.com)**

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