

FRANCHISE PROSPECTUS 2024



AMIGOS

BURGERS & SHAKES

**FEELING
CHICKEN OR
BEEF?**

AMIGOS

SO YOU WANT TO BE AN AMIGO?



YOUR GUIDE TO FRANCHISING THE UK'S
MOST POPULAR INDEPENDENT BURGER
BRAND.



AMIGOS™
BURGERS & SHAKES

GET YOUR TEETH INTO A LIFE-CHANGING OPPORTUNITY

Craving the freedom to be your own boss?
To build your own success? To spend your
days bringing people something they really
want?

We know the feeling.

We felt the same when we started Amigos
in 2011. That's why we turned our childhood
friendship into a business partnership and
opened our first restaurant in London.

Fast-forward a decade and Amigos is the
most successful independent burger brand
in the UK – selling more fresh-off-the-grill,
gonna-need-another-napkin meals than any
other.

Now as an enterprising foodie franchisee,
you could get your own bite of our brand and
a growing market worth £20bn – and start
building your own future.

Let's go!



100%

**BY
AMIGOS
FOR
AMIGOS**

THE JOURNEY SO FAR...

COME ALONG FOR THE RIDE AND MAKE BURGER HISTORY!

1989

Kaz and Wax become best amigos, get into a lot of mischief along the way

THE BEGINNING

2009

Develop a plan and start burger tasting research

2011

Launch Amigos in West London

2012

Sales start to pick up fast

2013

Queues out the door constantly

2014

Time to scale up!

2015

Grand opening Shepherd's Bush

2021

Amigos take over Fulham, Stoke Newington, Seven Sisters, Slough and many more...

2020

Kilburn opens (despite the world coming to a stand still!)

2019

Growth continues: Harlesden, Wembley and Harrow Road

2018

Gants Hill and Southall open

2017

Sell our MILLIONTH burger!

1M BURGERS!

2022

The Development & the launch of our breakfast menu and our rewards app.

2023

Collaborating with popular artists such as Fredo, Geko & Cat Burns.

2024

YOU JOIN THE FAMILY?

AMIGOS

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AMIGOS

DISHING THE DETAILS

THE AMIGOS WAY

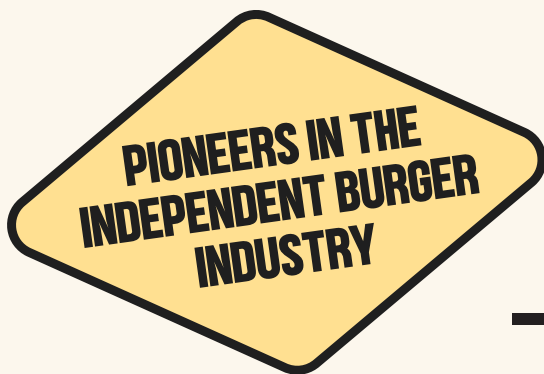
You'll be running a restaurant where all the recipes are unique and developed through years of work. Our beef burgers, chocolate-bar milkshakes and garlic sauce have a cult following. And we've create everything with high-standards and a good time in mind.

All this, mixed with our strategy of serving up high volumes at affordable prices, keeps our restaurants busy even in difficult market conditions. Amigos has grown 200% in the last 5 years and now we're working under the principles of ethical franchising to share our success with franchisees like you, so that one day, there'll be an Amigos on every UK high street.

IT'S ALL ABOUT

- Keeping customers smiling with freshly-cooked food and good service
- Keeping things up-to-scratch and working strictly within food safety guidelines
- Building good business relationships with our franchisees
- Supporting franchisees day in, day out with the right training and support
- Researching and innovating to stay on top of the market

WHAT MAKES US DIFFERENT?



We made a name for ourselves by doing things differently with our burgers and shakes – and we’ve still got that trailblazing attitude.

All our food is created by us, and made just for us – so customers can’t get it anywhere else.



Being successful doesn’t have to be boring. Our personality makes us even more popular with customers.

IT'S FLIPPIN' GOOD BUSINESS



LET'S TALK NUMBERS

Here's an idea of what your shop could make.

AVERAGE TAKEAWAY ORDER

£11.00+

AVERAGE DELIVERY ORDER

£22.00+

INDICATIVE ANNUAL TURNOVER

£1M+

INITIAL FRANCHISE FEE

£25,000

INDICATIVE GROSS PROFIT

%70+

DELIVERY SALES

75-150+%

500,000 CUSTOMERS ON TAP



Our social media channels are hotter than our grills. We're always creating content and campaigns to reach new people, tempt back loyal customers, and drive footfall into Amigos restaurants.

For franchisees, it's like having a built-in hype team. When we advertise new restaurants on social, there's always a queue down the street on opening day.

29,000+
INSTAGRAM FOLLOWERS

10,000+
FACEBOOK FOLLOWERS

1,500,000+
MONTHLY IMPRESSIONS

800,000+
MONTHLY REACH

25,000+
WEEKLY PROFILE VISITS



WHO SAYS NO TO A BURGER?

Our customers are across every age and demographic in one of the biggest cities in the world. Our menu appeals to everyone, and we keep an eye on the market to keep bringing people what they want (like mouth-watering veggie and vegan options!)



AMIGOS

THE SECRET INGREDIENT

100%

The key to success as an Amigos franchisee isn't secret herbs and spices. It's your energy.

You'll need to be involved in the day-to-day running of your restaurant and committed to making it a success.

But you don't need to know it all now – we'll take you through a hands-on training programme to show you every role in the restaurant and how we like to do things.

So bring your fire and enthusiasm, and we'll teach you the rest.





**OUR FLAGSHIP
RESTAURANT
IN STREATHAM**



AS A FRANCHISEE YOU'LL NEED TO:

- Manage food stock
- Recruit, manage and train staff
- Follow opening and closing procedures
- Uphold best practice in health and safety and hygiene
- Carry out quality control
- Report information to Amigos HQ
- Manage banking and monthly accounts
- Operate the business in line with our ethos and systems



& IN RETURN YOU'LL GET:

- Access to our established brand IP. Invested in and built solidly over the last decade.
- A ready-made customer base. Giving you a priceless head start into a competitive market.
- Proven recipes, suppliers and processes. Tried, tested and ready-to-go!
- Advice and strategies for succeeding in the market.
- To help you make informed decisions Hands-on training from our experienced team, on everything from finances to flipping burgers.
- Ongoing support from Amigos who have been in your shoes, so you don't have to do it alone.
- The freedom of being your own boss. And the potential to generate over +1 Million in revenue every year

**I'M SOLD
AMIGO!
WHAT'S
NEXT?**



THE INVESTMENT



TO SECURE YOUR SPOT

£25,000

MANAGEMENT FEE

7%

FIT-OUT FEE FROM

£100,000

WORKING CAPITAL

£25,000

WHAT DOES THIS INCLUDE?

- All of your initial training on practical and financial areas of your business
- Access to Amigos IP
- Food safety and health and safety courses
- Operations manuals
- Site design and project management advice
- Opening P.O.S. and marketing materials
- And so much more!



**MADE
BY
AMIGOS
FOR
AMIGOS**



MMMMMM...

FINDING YOUR LOCATION



Depending on availability, you're free to choose your desired location, as long as it meets the requirements we set out.

Our retained agents on-hand to help locate, negotiate and secure the perfect property. We don't take on the head lease or provide legal advice, but we can support you through the process.

YOU'LL NEED TO CARRY OUT FEASIBILITY ON YOUR LOCATION, INCLUDING:

- Demographic info from local council and agents
- Strengths and weaknesses of the area
- Roads, access and customer convenience
- Schools, offices, gyms, factories
- Shopping districts
- Competitor analysis (SWOT)
- Operating restrictions
- Customer and vehicle footfall
- Cost of occupancy

PICKING YOUR INVESTMENT TYPE



SHOP REQUIREMENT DEPENDING ON BUSINESS MODEL SELECTED :

- Minimum 4.5m shopfront
- 800sq/ft Kitchen Space
- Total unit size approx. 1700 sq. ft.
- 3 Phase Electric Connection
- Minimum U16 Gas Meter
- Extraction Facilities
- High Footfall
- Desirable Location

DESTINATION RETAIL PARK

- Minimum Seats: 50+
- Footprint: 2000 ft²
- Investment from: £350,000 + VAT

HIGH STREET

- Minimum Seats: 25+
- Footprint: 1500 ft²
- Investment from: £300,000 + VAT

NEIGHBORHOOD LOCATION

- Minimum Seats: 15+
- Footprint: 1000 ft²
- Investment from: £250,000 + VAT

KIOSK LOCATION

- Minimum Seats: 0 seating - Grab & Go!
- Footprint: 500 ft²
- Investment from: £100,000 + VAT

OUR CURRENT LOCATIONS

**PIONEERS IN THE
INDEPENDANT BURGER
INDUSTRY**



LONDON, UK

- ◆ HOLLOWAY (N7)
- ◆ HARLESDEN (NW10)
- ◆ KILBURN (NW6)
- ◆ ACTON (W3)
- ◆ SHEPHERDS BUSH (W12)
- ◆ HARROW ROAD (W9)
- ◆ WEMBLEY (HA9)
- ◆ NORTHWOOD (HA6)
- ◆ GANTS HILL (IG2)
- ◆ SOUTHALL (UB1)
- ◆ UXBRIDGE (UB8)
- ◆ TOOTING (SW17)
- ◆ NORBURY (SW16)
- ◆ FULHAM (SW6)
- ◆ STREATHAM (SW16)
- ◆ FELTHAM (TW13)
- ◆ SLOUGH (SL1)
- ◆ WHITECHAPEL (E1)

AND MORE...

THE STAGES...

1

COMPLETE A FRANCHISEE FORM

With some details about you and your plans for your Amigos restaurant

2

HAVE YOUR FRANCHISE INTERVIEW

So we can see if we'll be a good fit for each other

3

PAY THE FRANCHISEE DEPOSIT

£25k deposit Fee

4

SECURE A LOCATION

After carrying out feasibility and getting the thumbs-up from us

5

SIGN THE FRANCHISEE AGREEMENT

To make it all official

6

FIT OUT YOUR SHOP

With our guidance and marketing materials

7

PAY THE BALANCE

Prior to recruitment & training

8

LIVE THE AMIGOS LIFE!

Start running your business and building your future!

GOT A TASTE FOR IT?



WE'RE GLAD TO HEAR IT! HERE'S HOW YOU CAN APPLY TO BECOME AN OFFICIAL AMIGO...

GET STARTED TODAY!



IF YOU WANT TO KNOW MORE AND TAKE THE NEXT STEP IN YOUR APPLICATION, GET IN TOUCH. WE'RE LOOKING FORWARD TO HEARING FROM YOU!

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