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## PRIME OPPORTUNITIES

San Francisco, Los Angeles, Albuquerque, Pittsburgh, Dallas, Minneapolis/St. Paul, Cleveland, Indianapolis, Lansing, Grand Rapids, Indiana, Kentucky, Georgia, North & South Carolina, Washington, Oregon, Ohio, Boston and all of Massachusetts, Vermont, New Hampshire, Maine, Connecticut  
**AND OTHER AREAS ACROSS AMERICA**

**If you currently own a restaurant, it may qualify for our conversion program.**

Don't be disappointed. Complete the [franchisee application](#) in this section now.  
Prime franchise areas are going fast.

For other employment opportunities, complete the [online employment application](#)

## Invent Your Own Taste!

©2008 Cheeburger Cheeburger Restaurants, Inc.  
Administration: 15961 McGregor Boulevard, Unit 4, Ft. Myers, Florida 33908  
Phone: 800-487-6211 • Fax: 239-437-1512 •



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## Opportunity is knocking. Loud.

Listen carefully.

You are about to hear history repeat itself. It doesn't happen very often, maybe a half dozen times in a lifetime.

It's when a product, service, idea or restaurant comes out of nowhere and grabs hold of America, or the world, and eventually becomes a household name. You've seen it happen. You've been there.

But did you take advantage of the opportunity? Did you see it coming? Did you hear the knocking?

If you missed a few golden opportunities in the past, it would be wise not to miss this one.

Cheeburger Cheeburger is on the verge of an aggressive national expansion, because our customers are demanding it. Vacationers and travelers who experience our restaurants on Sanibel Island, in Huntsville, Alabama, Chattanooga, Tennessee and other cities, are asking us to open in towns across America.

The number of our restaurants has grown by 50% in the past 15 months.

We believe this is the best time in our history for new franchise owners to join us.

If you hear the door knocking as loudly as we do, now is the time to open the door.

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## The Cheeburger Cheeburger Differences Make ALL The Difference.

Is this for real, or just marketing double talk?

The only double talk you'll ever hear from us is our name. Which is a very smart thing, when you think about it. After all, who else can get a customer to repeat the name of their restaurant twice in one sentence? But that's not the only thing that makes us different. There are lots of other things, as well. Things we like to call...



### Differentiating Factors

Each one sets us apart and optimizes each of our core products. Which are, and always will be, burgers, fries, rings, and shakes, the casual "comfort" food America loves.



#### We Are The Best Because We Start With The Best

We are unwavering in our insistence on the highest quality ingredients and raw products. Our beef is always fresh, never frozen, direct from the processor, not a middle man. It's lean USDA premium ground beef with nothing added. Nothing artificial. No chemicals. We buy, use and serve brand names. Even down to the smallest individual serving packs for Take-out. Quality is one cornerstone of our success.

# BIG IS BETTER

#### Huge Portions

No one, ever leaves one of our restaurants hungry. Everything is bigger than expected. Our pounder is actually a huge 20 ounces before cooking. Take a look at the weight before cooking on each of our burgers (it's right on our menu). And you'll find that our "Big is Better" motto holds true for our portions of fries, rings, shakes, salads...everything we serve. Our serving sizes and quality add up to value that is unmatched.

#### We Are NOT Fast Food

We cook everything to order. It takes a few extra minutes, but we would rather have a customer wait for great food than have great food waiting around for a customer.

#### Made From Scratch

There is no central commissary or kitchen. Virtually everything we offer is made from scratch, daily, right in each of our restaurants. Our famous fries are cut from huge Idaho potatoes, cured, adhering to an exacting process, and at the right time, cooked in cholesterol-free peanut oil. Our rings are cut from colossal onions, dipped in our special batter and also cooked in tasty, cholesterol-free peanut oil.

#### 25 Free Burger Toppings

At Cheeburger Cheeburger, a customer can invent his or her own taste. Their very own "Signature" Cheeburger. They can select from Jalapeno peppers, chopped garlic, guacamole, roasted red peppers...and, of course, typical toppings too, like tomato, and onion plus at least six quality cheeses. And they can get these free toppings on grilled chicken, grilled cheese, or on their salads.

## Invent Your Own Cheeburger, Chicken Sandwich or Grilled Cheese!

Combine any of the **FREE TOPPINGS** below and invent your own taste.

1. **Pick a cheese. Any cheese. But please, only one. Extra Cheese**  
American Cheese    Bleu Cheese    Swiss Cheese  
Cheddar Cheese    Provolone Cheese
  
2. **Order as many toppings as you'd like. Have fun!**

Lettuce	Tomato	Onion	Pickle
Relish	Salsa	Roasted Red Peppers	Mayonnaise
Banana Peppers	Guacamole	Chopped Black Olives	Jalapeno Peppers
Tabasco Sauce	Chopped Garlic	Ranch Dressing	2 Onion Rings*
A.1. Steak Sauce	Honey Mustard	Heinz 57 Steak Sauce	Bar-B-Q Sauce
Horseradish Sauce	Peanut Butter	Pineapple	Marinara Sauce
Pepperoni	Teriyaki Sauce	Thousand Island Dressing	Cucumber
			Coleslaw*

\*Please, only one order of coleslaw or onion ring topping.

**Add specialty toppings (additional cost)**

Bacon    Sautéed Mushrooms    Sautéed Onions

The ultimate. Grilled Portobello Mushroom on top.

**Carry Out Is Available. Ask for a Take Out Menu. You can also order online! [cheeburger.com](http://cheeburger.com)**

### A Picture is Worth a Thousand Customers

When a customer eats a Pounder, we take a picture of him (or her) and display it on our Famous Pounder Board. Some of our restaurants have more than a thousand smiling faces greeting customers as they walk in. Has this helped us sell lots of famous Pounders? You bet. It also helps us sell lots of our semi-Serious and larger burgers, as well as our "Big is Better" idea.



### More Than 75 Shake Flavors

That's the number on our suggested shake flavors list. But there are Cheeburger stores serving more than that. There's a virtually endless number of combinations possible. But no store serves fewer than 40. No other restaurant in America, or the world, as far as we know, offers more flavor excitement in a glass.

## Invent Your Own Shake or Malt!


**Half:      Regular:**

---

**Combine any of these shake flavors  
to create your own shake sensation. Believe it or not,  
there are 378,000 flavor combinations! Which one is yours?**






Almond	Coconut	Mango
Almond Joy	Coconut Cream Pie	Mango Kiwi
Amaretto	Coffee	Marshmallow
Apple	Cookie Dough	Mocha
Apple Pie	Creamsicle	Mounds
Banana	Double Chocolate	Mud Pie

Banana Foster  
Berry Berry  
Birthday Cake  
Black & Blue  
Black & White  
Blackberry  
Blueberry  
Blueberry Cheesecake  
Blueberry Pie  
Brownie Batter  
Butterscotch  
Caramel  
Caribbean Rum  
Cheesecake  
Cherry  
Cherry Cheesecake  
Chocolate  
Chocolate Banana Peanut Butter  
Chocolate Cherry  
Chocolate Covered Banana  
Chocolate Covered Pretzel  
Chocolate Peanut Butter  
Cinnamon  
Cinnamon Bun



**Edy's**

Neapolitan  
Oreo  
Oreo Cheesecake  
Oreo Green Mint  
Peach  
Peanut Butter  
Peanut Butter & Jelly  
Peanut Butter Cup  
Pina Colada  
Pineapple  
Pistachio  
Raspberry  
Reese's Pieces  
Root Beer  
Shake of the Day  
S'mores  
Snickers  
Strawberry  
Strawberry Banana  
Strawberry Cheesecake  
Swiss Chocolate  
Vanilla  
Watermelon  
White Chocolate

The 24 ounce shake that a customer pours into a glass from the old-fashioned soda fountain "tin" is a lot of ice cream. The vast majority of stores use Edy's Grand Ice Cream. The flavors, the quality, the size and the taste of shakes we offer is one of our strongest differentiating factors.

### Fountain Favorites

While our signature milk shakes have a starring role in our presentation, they are supported by a cast of impressive products which enhance the nostalgic soda fountain ambiance. Root beer floats, cherry, vanilla and chocolate colas, ice cream sodas and even the old-fashioned New York style egg creams have made an encore. All to the applause of our customers.

**Flavored Iced Tea and Lemonade**



Blackberry	Lemon	Pineapple
Blueberry	Mango	Raspberry
Cherry	Orange	Watermelon
Granny Smith Apple	Peach	Sugar Free Raspberry
Kiwi	Pear	Sugar Free Peach

**Shake-a-Soda**  
Mixed right at your table.  
Choose from the flavors below or mix and match to create a flavor of your own.



Blackberry	Peach
Blueberry	Pear
Cherry	Pineapple
Granny Smith Apple	Raspberry
Kiwi	Watermelon
Lemon	SUGAR FREE Raspberry
Mango	Raspberry
Orange	Peach

Our Monin Syrups & Shake-a-Soda Kits are available to take home. Ask your server.

### Collectibles



Cheeburger Cheeburger actually has "Fans". And fans want to wear our T-Shirts and hats. They want coolie cups, mugs, aprons and souvenirs. For those who want to show us off to the world, we offer a growing selection of memorabilia right in the store and on-line.

### Nostalgic Ambiance

In an age of cookie-cutter franchised stores, Cheeburger Cheeburger restaurants convey a feeling of unique personality, family wholesomeness and nostalgic charm.

### Unique Lunches and Dinners

Cheeburger Cheeburger is anything but boring. My Bleu Chicken is definitely different and delicious. So is a Ham's Burgersteak Dinner. Or a grilled portobello mushroom sandwich, melt or salad. Or our grilled chicken sandwich, melt or salad. Even the ubiquitous grilled cheese is extra special at our place.

### Kids Meals That Adults Love

Parents are thrilled that they can provide a quality meal that their kids ask for. And the kids are thrilled with a free souvenir toy car. Their meal actually comes in the car. Even our peanut butter and jelly sandwich is made by Smuckers, a quality name parents trust.



### Free Refills

A range of Pepsi products and the latest fountain equipment assures quality and consistency. Every soft drink Mason Jar glass is "bottomless", enhancing the value perception.

#### Wine & Beer



Not all Cheeburger stores offer wine and beer, due to varying market and location conditions. Wine and beer is an option that many of our stores have chosen when it's potential as a strong profit center has been identified.

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## Yada yada yada.

**If all franchise companies are beginning to sound the same, how do you believe us?**

Let's be honest, all franchise companies read each others brochures and web sites, and after a while, we all begin to sound the same. But there are a number of things about Cheeburger Cheeburger that sound refreshingly different and have an indisputable ring of truth.



### **We Started as a Family Company. We're Still a Family Company.**

Our Chairman, Mr. Bruce Zicari, was there from day one, and he is still very much at the helm today. Now, however, he has been joined by a number of family members and a host of "adopted" family members. A genuine sense of sincerity, trust, and team spirit is apparent in all decisions, policies and procedures. When you become a part of the "Cheeburger family" you'll know how important this is. Especially in today's world.

### **We're a Small Company with Big Experience.**

There are many advantages of working with a smaller franchise company like ours. Just one is the attention you'll get from us. Another is knowing your input goes directly to the top. And you'll be working with people who have had high level positions at some of the biggest food service names in the world.

### **We're There at Every Step.**



From your very first phone call with our Director of Franchise Development, you'll know you're in good hands. We'll work with you hand-in-hand every step of the way for as long as you are a franchise owner. You'll have experienced advice on every aspect of your business. You'll have in-depth

marketing support and creative advertising materials supplied to you. You'll be part of a smart, caring, experienced team who is always there for you.

Once you're up and running, you'll receive ongoing assistance and visits from company representatives to help you maintain and strengthen your business. We'll share our ideas, and look forward to your suggestions for ways to improve your business.

### **We Cost Less Than Most to Open.**

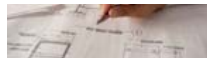
When you compare the cost of opening a Cheeburger Cheeburger franchise with other choices in our category, you'll find we are the best value for your investment dollar. Our unique decor, for example, is a result of creativity and smart purchasing, not elaborate or expensive fixtures. This is extremely important, not only when you open, but every day you are in business.



### **We Keep it Simple.**



Everything about our franchise is designed to be simple and efficient — our store layout, equipment needed, our accounting



and reporting systems — even our menu. Our food is served in baskets with liners for easy cleanup. And our computerized POS system increases inventory and management controls without increasing paperwork. Keeping things simple, means lowering operating expenses and fewer operating hassles. That makes your day-to-day operation easy to handle and more profitable.

### We Make it Easy.

We don't just tell you what to do. We help you do it. From site selection and pre-construction planning to hiring and training of your staff.

You'll receive in-depth training in all aspects of operating your restaurant. Once your formal training is completed, we'll work with you at your site, to make sure everything goes as planned. Our comprehensive Operations Manual contains the essential information you'll need to run your restaurant. It's yours to use as a convenient daily reference guide and as a tool for training new employees.



You'll have an established system of operation from the day that you open your doors. You'll have the knowledge and experience of experts to back you up, so you don't have to rely on trial and error.

### How it all began.



It was 1986, when the very first Cheeburger Cheeburger opened its doors on Sanibel Island, Florida. From the very first day, the concept of a family fun theme, serving the world's best and biggest burgers, fries, rings and shakes, was an instant hit. Today, there is simply no doubt about it. The right combination, so elusive in the restaurant business, has led to a real success story.

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## Anything But Typical

### Your Store



#### Location

A market area with a strong upscale resident base of families, plus a substantial factor such as a large college, military base, large class A or B office buildings or a high traffic tourist resort area.

#### Building

Most often a 2,400 to 2,800 square foot space in a successful strip mall or a pre-existing free-standing building. Many were previously restaurants that were easily adapted. Inside is a nostalgic, casual but well designed and executed retro look which maximizes all square footage for efficiency, production and sales.

#### Your Crew

Eager, smart, friendly people who are well-trained in Cheeburger specifications, suggestive selling and memorable service.

#### Hours Of Operation

Usually 11AM to 9PM weekdays, 11AM to 9:30PM or 10PM weekends, depending on the location.

### Your Customer



#### They Know Quality

The typical Cheeburger Cheeburger customer is willing and able to pay a little more. (They stopped going to the fast food restaurants long ago!) They're Well-Traveled Chances are they have already visited a Cheeburger Cheeburger while on vacation or in a city other than their home town.

#### They're Fun-Loving

They frequent casual, colorful, friendly restaurants offering quality, value and fun.

#### They're Families

They're involved in local schools, little league and soccer teams. They enjoy eating out often. They're people who just can't get enough of a good thing called Cheeburger Cheeburger.

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## Frequently Asked Questions

### What types of franchises are available?

There are two opportunities of varying scope: Major Market Opportunities and Specialized Market Opportunities. If you currently own a restaurant, it may qualify for our conversion program.

### How much is the Initial franchise fee?

The Initial Franchise fees are \$22,500, \$27,500 or \$35,000 depending on the type and scope of the project you choose.

### What would my total initial investment be?

The approximate total initial investment including your initial franchise fee for a Specialized Market Outlet typically ranges from \$322,500 to \$422,000 and Major Market Outlet typically range from \$426,000 to \$603,000.

### What are the ongoing fees?

The royalty fee is 5% and 1% for advertising and development.

### Will I receive training from Cheeburger Cheeburger Restaurants, Inc.?

Yes. We will provide initial training at our designated facility, on-site assistance during your opening and continuing support after you outlet opens.

### What is the term of my franchise agreement?

The initial term is a period of ten years from the agreement date and an unlimited number of five year renewals subject to certain conditions.

### How do I get started?

Simply fill out the [Franchise Application Form](#). When received, we will contact you for an initial interview. If you have any additional questions, please call us at (800) 487-6211.

The above information is general in scope. Please refer to your Franchise Agreement for more detailed information. This advertisement is not an offering. An offering can only be made when a Prospectus is filed in the respective registration states. Such filing does not constitute approval by the state.

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## Estimate of costs

The following chart contains a summary of your initial investment. Unless otherwise indicated, payments are generally not refundable.

EXPENSE	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
Initial Franchise Fee	\$24,500	Lump Sum	On Signing	Franchisor
Grand Opening Advertising	\$5,000 to \$10,000	As Incurred	On Beginning Business	Third Parties
Office and Store Supplies	\$3,000 to \$5,000	Lump Sum	Before Beginning Business	Third Part
Opening Inventory	\$4,500 to \$6,000	Lump Sum	Before Beginning Business	Suppliers
Insurance Deposit	\$1,000 to \$3,000	Lump Sum	Before Beginning Business	Third Party
Signage	\$4,000 to \$11,000	Lump Sum	Before Beginning Business	Third Party
Equipment, Fixtures, Furniture and Decor	\$60,000 to \$80,000	Lump Sum	Before Beginning Business	Third Party
Prepaid Rent and Security Deposit	\$3,000 to \$8,000	As Incurred	Before Beginning Business	Per Agreement with Landlord
Leasehold Improvements	\$65,000 to \$140,000	As Incurred	Before Beginning Business	Various Contractors/Suppliers
Utility Deposits	\$1,000 to \$3,000	Lump Sum	Before Beginning Business	Landlord and
Impact Fees	\$ 0 to \$12,500	Utility Companies Lump Sum	Before Beginning Business	
Licenses and Permits	\$1,000 to \$3,000	Lump Sum	Before Beginning Business	Gov't'l. Authorities
Fictitious Name Registration and / or Incorporation and Legal Review	\$1,000 to \$3,000	Lump Sum	Before Beginning Business	Third Party
Travel, Lodging, Meals, Etc. for Initial Training	\$4,000 to \$7,000	As Incurred	Before Beginning Business	Third Party
P.O.S. System	\$12,000 to \$18,000	As Incurred	Before Beginning Business	Third Party
Misc. Start Up Costs	\$1,000 to \$3,000	As Incurred	Before Beginning Business	Third Party
Additional Funds (6 Months)	\$10,000 to \$50,000	As Incurred	Before Beginning Business	Third Party
<b>TOTALS</b>	<b>\$200,000 to 387,000</b>			

**AMERICA'S BIGGEST BURGERS!**



## Franchisee Application

Cheeburger Cheeburger Restaurants, Inc. • 15951 McGregor Boulevard, Fort Myers, Florida 33908-2568 • 800-487-6211 • Fax 239-437-1512

**WRITE CLEARLY OR PRINT. PLEASE ANSWER ALL QUESTIONS.**  
THIS IS NOT A CONTRACT. SUPPLYING OR COMPLETING THIS FORM DOES NOT CONSTITUTE AN OBLIGATION ON EITHER PARTY.

<b>P E R S O N A L  I N F O</b>	LAST NAME	FIRST	MIDDLE	TELEPHONE	
	CURRENT ADDRESS	CITY	STATE	ZIP	HOW LONG AT ADDRESS?
	PREVIOUS ADDRESS	CITY	STATE	ZIP	HOW LONG AT ADDRESS?
	DATE / /	BIRTHDATE / /	<input type="checkbox"/> SINGLE <input type="checkbox"/> MARRIED <input type="checkbox"/> WIDOWED		SSN#
	FULL NAME OF SPOUSE				OCCUPATION OF SPOUSE
	NAMES & AGES OF DEPENDENT CHILDREN				E-MAIL

WILL THE FRANCHISE BE OWNED AND OPERATED BY YOURSELF OR A GROUP? (EXPLAIN IN DETAIL)

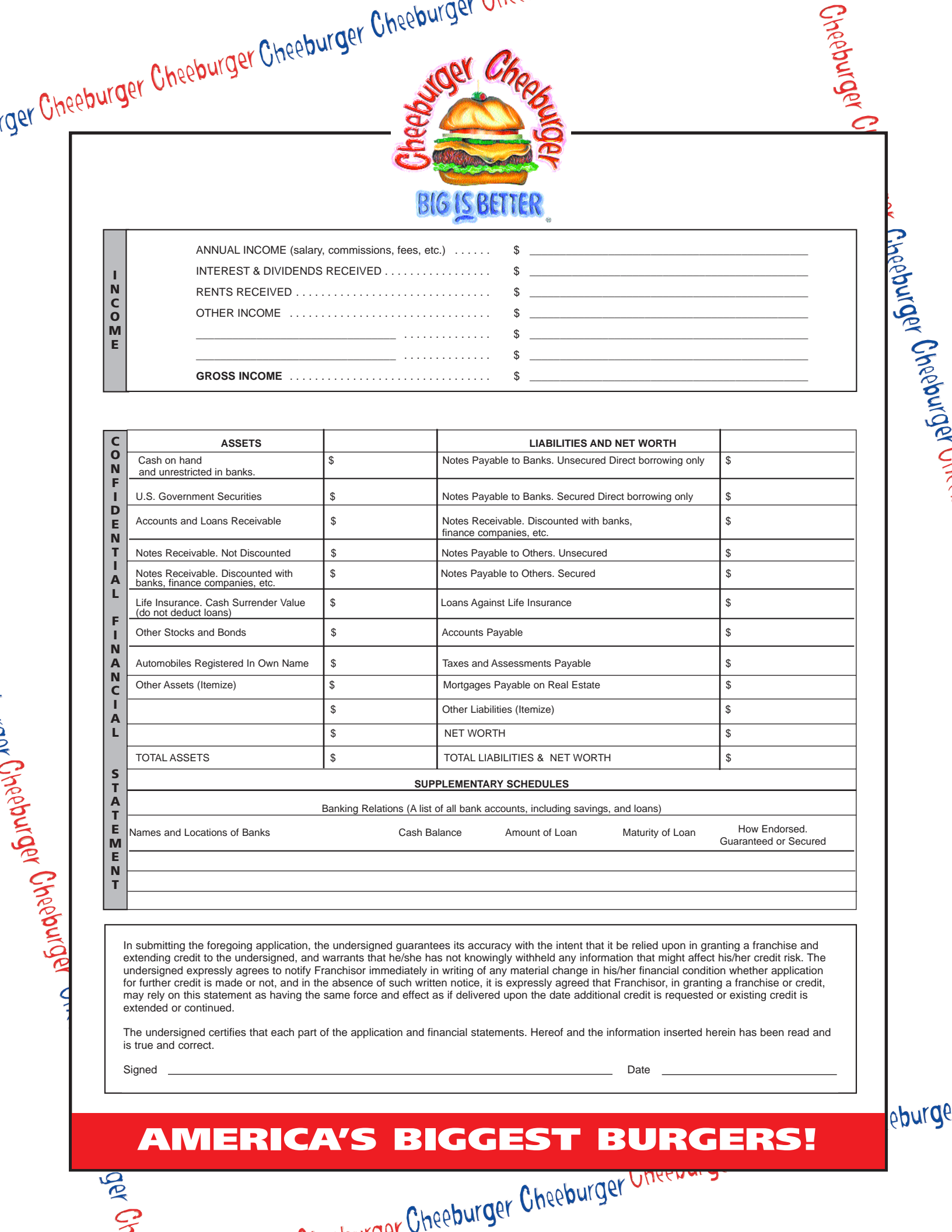
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AMOUNT OF CAPITAL AVAILABLE FOR THIS BUSINESS. (DESCRIBE IN DETAIL)

TERRITORY FOR WHICH APPLICATION IS MADE

WOULD YOU CONSIDER ANY OTHER AREAS? WHAT OTHER AREAS?

**AMERICA'S BIGGEST BURGERS!**



<b>I N C O M E</b>	ANNUAL INCOME (salary, commissions, fees, etc.) . . . . .	\$ _____
	INTEREST & DIVIDENDS RECEIVED . . . . .	\$ _____
	RENTS RECEIVED . . . . .	\$ _____
	OTHER INCOME . . . . .	\$ _____
	_____ . . . . .	\$ _____
	_____ . . . . .	\$ _____
	<b>GROSS INCOME . . . . .</b>	<b>\$ _____</b>

<b>C O N F I D E N T I A L  F I N A N C I A L  S T A T E M E N T</b>	ASSETS		LIABILITIES AND NET WORTH	
	Cash on hand and unrestricted in banks.	\$ _____	Notes Payable to Banks. Unsecured Direct borrowing only	\$ _____
	U.S. Government Securities	\$ _____	Notes Payable to Banks. Secured Direct borrowing only	\$ _____
	Accounts and Loans Receivable	\$ _____	Notes Receivable. Discounted with banks, finance companies, etc.	\$ _____
	Notes Receivable. Not Discounted	\$ _____	Notes Payable to Others. Unsecured	\$ _____
	Notes Receivable. Discounted with banks, finance companies, etc.	\$ _____	Notes Payable to Others. Secured	\$ _____
	Life Insurance. Cash Surrender Value (do not deduct loans)	\$ _____	Loans Against Life Insurance	\$ _____
	Other Stocks and Bonds	\$ _____	Accounts Payable	\$ _____
	Automobiles Registered In Own Name	\$ _____	Taxes and Assessments Payable	\$ _____
	Other Assets (Itemize)	\$ _____	Mortgages Payable on Real Estate	\$ _____
		\$ _____	Other Liabilities (Itemize)	\$ _____
		\$ _____	<b>NET WORTH</b>	<b>\$ _____</b>
<b>TOTAL ASSETS</b>	<b>\$ _____</b>	<b>TOTAL LIABILITIES &amp; NET WORTH</b>	<b>\$ _____</b>	

SUPPLEMENTARY SCHEDULES				
Banking Relations (A list of all bank accounts, including savings, and loans)				
Names and Locations of Banks	Cash Balance	Amount of Loan	Maturity of Loan	How Endorsed. Guaranteed or Secured

In submitting the foregoing application, the undersigned guarantees its accuracy with the intent that it be relied upon in granting a franchise and extending credit to the undersigned, and warrants that he/she has not knowingly withheld any information that might affect his/her credit risk. The undersigned expressly agrees to notify Franchisor immediately in writing of any material change in his/her financial condition whether application for further credit is made or not, and in the absence of such written notice, it is expressly agreed that Franchisor, in granting a franchise or credit, may rely on this statement as having the same force and effect as if delivered upon the date additional credit is requested or existing credit is extended or continued.

The undersigned certifies that each part of the application and financial statements. Hereof and the information inserted herein has been read and is true and correct.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**AMERICA'S BIGGEST BURGERS!**