

burgerlounge

THE ORIGINAL *grass-fed* BURGER®



Real Estate Overview



INTRODUCTION

The Burger Lounge ethos is to create a great tasting burger you feel good about eating - "to do a common thing uncommonly well."

We take common recipes to new heights starts by crafting them with familiar ingredients sourced specifically for taste. The best part is, these ingredients are often better for you, and the environment too. Burgers with grass-fed beef and free-range turkey, salads featuring organic spinach and arugula, a cod sandwich that's sustainably-sourced...the list goes on and on.

We represent a new take on an industry that has long suffered from gimmickry, poor quality, over-processed food products and inadequate guest service. We embrace simple, genuine ideals and mindful environmental practices.

We currently operate 25 locations throughout California and Las Vegas and are looking for the right real estate partners to expand with us.

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CURRENT LOCATIONS

SAN DIEGO:

La Jolla

1101 Wall Street, La Jolla, CA 92037

Kensington

4116 Adams Avenue, San Diego, CA 92116

Coronado

922 Orange Avenue, Coronado, CA 92118

Little Italy

1608 India Street, San Diego, CA 92101

Gaslamp

528 5th Avenue, San Diego, CA 92101

Hillcrest

406 University Avenue, San Diego, CA 92103

Del Mar

2720 Via De La Valle, Del Mar, CA 92014

Carlsbad

962 Palomar Airport Road, Carlsbad, CA 93009

Del Sur

16490 Paseo Del Sur, San Diego, CA 92127

INLAND EMPIRE:

Temecula

40695 Winchester Road, Temecula, CA 92591

LOS ANGELES:

West Hollywood

8539 West Sunset Blvd., West Hollywood, CA 90069

Beverly Hills

281 South Beverly Drive, Beverly Hills, CA 90212

Santa Monica

213 Arizona Avenue, Santa Monica, CA 90401

Brentwood

11740 San Vicente, Los Angeles, CA 90048

Larchmont

217 N. Larchmont Blvd., Los Angeles, CA 90004

Marina del Rey

13455 Maxella Avenue, Marina del Rey, CA 90292

Culver City

9901 Washington Blvd., Culver City, CA 90232

Sherman Oaks

4550 Van Nuys Blvd., Sherman Oaks, CA 91403

LAS VEGAS:

Aria Hotel

3730 Las Vegas Blvd., Las Vegas, NV 89109

ORANGE COUNTY:

Irvine

8553 Irvine Center Drive, Irvine, CA 92618

Costa Mesa

279 E. 17th St., Costa Mesa, CA 92627

BAY AREA:

Walnut Creek

2920 Ygnacio Valley Rd., Walnut Creek, CA 94598

Campbell

1875 Bascom Ave., Campbell, CA 95008

SACRAMENTO:

Sacramento - Downtown Commons

Roseville - The Fountains

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KEY DIFFERENTIATORS



GRASS-FED BEEF. We serve only single-source, American Grass-Fed beef because it tastes better, It's better for you and it's better for the planet.



TRULY HEALTHY SALADS. Not your typical "burger joint" salads. These plates feature whole food ingredients with real health benefits like Romaine, kale, spinach, mizuna, grilled corn and house-made dressings.



KEY PARTNERSHIPS. We make real partnerships based on doing things the right way, not just what looks good on a cup. Our supply chain allows us to oversee the origins of our food from producer to table.



RESPONSIBILITY. As community members we understand the importance of being good stewards. Giving back, being a good neighbor, and treating people well are immensely important to us.



GREEN PRACTICES. Build-out materials, composting, product sourcing, recycling, using bio fuel are just a few ways we commit to preserving natural resources. Environmentalism plays a key role in all we do.

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RECOGNITION

TOP 100 MOVERS AND SHAKERS

Fast Casual Magazine - 2018

FUTURE 50

Restaurant Business Magazine - 2018

11 SIZZLING BURGER CONCEPTS TO WATCH

QSR Magazine - 2018

BEST BURGER

San Diego Magazine - 2008 - 2011, 2013 - 2017

BEST BURGER

California Restaurant Assoc. - 2010, 2012, 2013, 2014, 2015

BEST GREEN RESTAURANT

California Restaurant Assoc. - 2015

10 RESTAURANTS TO WATCH

CNBC - 2014

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LEADERSHIP TEAM



**J. DEAN LORING,
CO-FOUNDER / CEO**

Born in Sonoma County into a consummate food-centric family, Mr. Loring's passion for the dining experience began at an early age. He is the son and grandson of a butcher. These early principles drive his commitment to utilize sustainable and whole-food ingredients like grass-fed beef, and create lasting partnerships with independent growers. His vast restaurant experience spans food trucks to fine dining. As the visionary and charismatic leader of Burger Lounge, Mr. Loring brings an uncompromising passion for food, hospitality and the dining experience.



**MIGUEL ROSSY-DONOVAN
CFO**

A graduate of Marquette University and Columbia Business School, Miguel brings more than 35 years of restaurant and finance experience to Burger Lounge. He began his career at Darden Restaurants, then moved to Brinker International for 8 years. His roles there included VP of Finance & Business Operations, VP of Strategic Planning, and Divisional CFO. Miguel also spent 9 years at Teach For America as Chief Finance & Administration Officer. Prior to joining Burger Lounge, he helped Cosi Restaurants revamp their operations for a successful restructure and sale. After many years in Boston, Miguel currently lives in San Diego.



**CHARLES JOHNSON,
COO**

Over his 25 years in the restaurant industry, Charles has worked in a wide variety of rolls. He began as Bar Service Manager at P.F. Changs, and spent 10 years ascending through the company, before becoming Regional Vice President, where he oversaw more than 350 domestic and international company units. In 2015, he moved to Lemonade Restaurants as Chief Operating Officer, operating 25 restaurants. Just before joining Burger Lounge, Charles joined Dockney's as an Executive Vice President. He currently resides in Santa Monica, CA.



**ROBERT LANE,
VP - MARKETING**

As head of marketing, Robert oversees global branding and communications. After earning a Bachelor's Degree in Marketing from Indiana University, his career experience includes advertising, management, fine art, and design. Robert's passion for company culture, guest experience, polished brand aesthetic and business purpose is evident in the brand's strategy and execution.



**ADAM RINELLA,
VP - DEVELOPMENT**

Adam began his Burger Lounge career when the company had only four stores. Hired into operations, he worked his way through the organization learning from the front line. Adam designed and developed the entirety of the training curriculum that is used company-wide to this day. For the past three years, he has headed up new store development with an eye toward highly discerning site selection and quality store build-outs. A Boston native, Adam graduated from UC-San Diego and has since remained in Southern California.

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Burger Lounge's design is modern, efficient and forward thinking. It mirrors the "less is more" approach to food and hospitality that has been a hallmark of the brand since its inception. Focus is on execution and guest experience.

Burger Lounge provides a full service experience in a fast casual setting. Sit down. Eat well. Leave happy.

When we choose to build a Burger Lounge we choose to become part of a community. We focus on being good neighbors by building relationships with our neighborhoods and the people who make them. Burger Lounge is a place where folks feel safe, share time and enjoy life.

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FOOD



Our burgers, from The Lounge Burger made with fresh, 100% grass-fed beef; to the free-range turkey burger made with Shelton Farms turkey; to the organic quinoa veggie burger created from organic quinoa, brown rice, zucchini, garbanzo beans, carrots, corn, and chipotles; are offered with organic cheeses, fresh or grilled onion, crisp lettuce, fresh tomato and our house-recepie 1000 Island dressing.

The Lounge Bun, a blend of organic wheat and white flour with a hint of molasses, delivers our burger with the perfect combination of flavor, texture and temperature.

Our fine-dining quality salads have true health benefits. Offering health conscious diners and non-meat eaters thoughtful options is a staple of our simple menu.

Fresh-cut French fries, house onion rings, scratch-made dipping sauces and simple desserts round out a perfect menu for any appetite.

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MENU

EAT REAL FOOD.

We use only 100% fresh, single source, American **GRASS-FED** beef because it tastes better, it's better for you, and it's better for the planet.



Order Online: www.burgerlounge.com

- HANDCRAFTED BURGERS -

We cook our burgers medium unless otherwise requested.

- LOUNGE BURGER** • *grass-fed* 7.99
Choice of Organic Cheese, Fresh or Grilled Onion, Lettuce, Tomato, House 1000 Island
- THE "CLASSIC"** • *grass-fed* 7.99
Organic American Cheese, Organic Ketchup, Mustard, Pickles, Chopped Onion
- THE "HUSKY"** • *grass-fed* 10.95
Double Beef and Organic American Cheese, Lettuce, Tomato, Fresh Onion, Pickles, House 1000 Island
- CAGE-FREE TURKEY BURGER** • 7.99
Cage-Free Turkey and Lots of Fresh Basil
Served "Lounge Style" or "Classic Style"
- ORGANIC QUINOA VEGGIE BURGER** 7.99
Choice of Organic Cheese, Fresh or Grilled Onion, Lettuce, Tomato, House 1000 Island (Contains Cheese)
- (NOT SO) LITTLE BURGER** • 6.95
Grass-Fed Beef or Cage-Free Turkey
Slightly Smaller, Served "Lounge Style" or "Classic Style"

BACON PLEASE! +1.95 **AVOCADO?** +1.95

- CHICKEN OR FISH? -

- CRISPY CHICKEN SANDWICH** 8.95
Fresh Chicken Breast, House-Made Slaw, Tomato, Pickles, Herb Mayonnaise
- ALASKAN COD SANDWICH** • 9.95
Pan-Fried Sustainable Cod, Shredded Romaine, Tomato, House Tartar Sauce
- CRISPY CHICKEN BITES (ON A STICK)** 8.50
Fresh Chicken Breast Pieces (3 Sticks) 2.99 ea.
House Buttermilk Ranch or House BBQ Sauce

- OUR SALADS -



ADD GRILLED OR CRISPY CHICKEN: 4.50

ADD ANY PATTY: 3.95 ADD ALASKAN COD: 4.95

- FRESH VEGETABLE SALAD** • 8.95
Organic Spinach, Organic Mizuna, Romaine, Tomato, Corn, Carrot, Cucumber, Red Onion, Jicama, Aged Ricotta, Daikon Sprouts, House Lemon-Basil Vinaigrette
Half Portion Available \$7.25
- LOUNGE CAESAR** • 8.95
Organic Baby Kale, Romaine, Crispy Taro, Cherry Tomato, Parmesan, House Classic Caesar
Half Portion Available \$7.25

- SIDES -

Cooked in 100% GMO-free refined peanut oil.

- FRENCH FRIES** 3.49 / 4.49
Fresh-Cut
- ONION RINGS** 4.49 / 5.49
Fresh-Cut, Light and Crispy
- 1/2 AND 1/2 (serves two)** 5.99
Onion Rings and French Fries
- A NICE LITTLE SIDE SALAD** • 4.95
Organic Spinach, Organic Mizuna, Romaine, Corn, Onion, Jicama, Carrot, House Lemon-Basil Vinaigrette

- SHAKES & FLOATS -

Hand dipped with premium ice cream.

- THE BIG LOUNGE SHAKE™** • 5.95
Chocolate | Vanilla | Add Malt (\$1)
- LOUNGE FLOAT™** • 4.95
Batch Craft Soda™ Root Beer

- BEVERAGES -

- HOUSE-MADE LEMONADE** 2.95
Lavender Mint | Hibiscus
- ORGANIC BREWED ICED TEA** 2.49
Whole Leaf Black
- BATCH CRAFT SODA™** 2.49
Organic Cane-Sweetened | Fair Trade
- MEXICAN COCA-COLA®** 2.95
- BOTTLED DRINKS** 2.49 - 3.49

- KIDS -

- KIDS LOUNGE MEAL™** • (under 12 please) 7.99
Cheeseburger, Chicken Bites, or Grilled Cheese | Fries or Salad | Fountain Drink | Ice Cream (Organic Milk or Juice Add \$1)

- BEER & WINE -

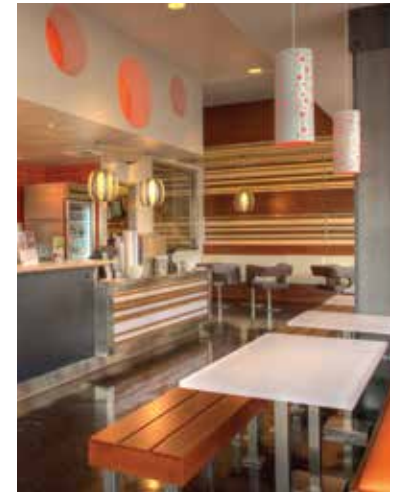
- PREMIUM BEER** 5.95 - 9.95
- SELECT WINE** 6.95

- Gluten Free Option Available. Gluten Free Bun \$1.95
- Vegan Option Available (Cross-contact may occur.)



7.2017

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SITE CRITERIA

BUILDING:

1,500 - 2,200 square feet depending on project volume (Ideally 30 X 60). Smaller sites will be considered in high pedestrian traffic areas or corner locations. Outdoor seating required, minimum of 200 sq. ft. Minimum of 20 feet of frontage.

TRADE AREA:

Upscale urban neighborhoods, suburban centers in upscale communities with premium co-tenancy & excellent access with street visibility. Minimum 40,000 residents in a 2 mi radius & 20,000+ daytime population and a median family income of at least \$65,000.

DEAL STRUCTURE:

Lease terms of 10 years + options with landlord T.I.'s. BL may purchase existing locations.

AREAS CURRENTLY SEEKING SITES:

San Diego County, Inland Empire, Los Angeles, Orange County, San Francisco, Silicon Valley, Sacramento and the Greater Bay Area.

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CONTACT US

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