

BURGERS & WAFFLES



FRANCHISING INFORMATION PACK



Join the Hashtag Burgers & Waffles Franchise and become a part of our community!

After years of serving up amazing burgers, enjoying beers, and ploughing through countless waffles, we're absolutely thrilled to announce that you, too, can own your very own Hashtag Burgers and Waffles!

Starting from modest origins in a dark kitchen in Brisbane, we have made significant strides, proudly establishing our brand as one of the most favoured burger choices in Queensland.

We prioritize family and collective success at our heart. By embracing these values, we aim to grow our family and achieve success together! Hashtag Franchising is all about unity and realizing the Hashtag Dream together.





Who are we?

Hashtag Burgers & Waffles is a unique destination for the best burgers in Australia. We pride ourselves on our delicious burgers that will surely make your mama proud! Our focus is on providing Good Food made by Good People and delivering Good Feelz.

We offer a diverse range of burger combinations that are absolutely mouthwatering, featuring a mix of classic and contemporary interpretations of the beloved burger.

Our menu also features a variety of tasty sides, waffles and shakes that make any cheat day worthwhile.

Our style is laidback with a little grunge added for good measure, where everyone is welcome. Alongside our tasty burgers, our friendly service and lively atmosphere make for a dining experience that's hard to resist. We proudly source fresh ingredients from reputable sources and prioritize local suppliers whenever possible!





Matt

Kate

Everyday Mission:

To consistently serve mouth-watering burgers, made by Good Humans!



Future Vision:

To be the **BEST BURGER PLACE IN AUSTRALIA** while paying tribute to our values.





Our Story

Hashtag Burgers & Waffles is the brainchild of burger enthusiasts Kate Macauley and Matt Rollo, with their first store opening in Brisbane's nightlife hub, Fortitude Valley, in 2019.

At Hashtag Burgers, we pride ourselves on being different, and that's what makes us special – well, that's what Matt's mum said back in '08, so we're running with it! It's based solely on this comment (thanks, mum) that Hashtag has decided to create a unique style of dining with amazing food and friendly vibes! Through many years of research, we have developed a burger we are proud of. We only source the best ingredients from good humans and operate our business in the most ethical way possible.

At Hashtag Burgers & Waffles, we embrace diversity. Ordinary is boring. Like our burgers, we want to be a little different. Our laidback, creative vibe draws burger fanatics from all walks of life, all with one thing in common – an appetite for the most delicious burgers you've ever tasted.





HASH-TAG

BURGERS & WAFFLES

SCAN TO ORDER



TABLE

Our Product

Mouth watering, tasty burgers all around

Our most popular burger has to be the Simple Sally. Have you had one before? We pride ourselves on providing the best burgers along with a memorable experience. Our beef burgers are packed with goodness, featuring a moist patty that's sure to satisfy burger fans everywhere.

Tasty Sides

Think loaded fries, nuggs (nuggets) not drugs, and our famous onion rings – there's something for every taste bud and appetite. Don't forget our renowned chips with the best chicken salt you have ever tasted!



Desserts, Waffles & Shakes

Appeasing every dessert enthusiast, our goodies are ideal for a cheat day—or any day, in fact! We offer some wild yet delicious indulgences that will have you coming back for more!

What makes us stand out?

All our burgers, waffles, and sides are prepared using quality ingredients and are cooked to order. You won't find any pre-cooked patties or cold, soggy buns here. Our customers are guaranteed tasty burgers every time.

Our style of customer service is friendly, with a touch of playful banter. We love a bit of banter and interaction with our customers in-store and through our socials. The Hashtag experience is much more than just your average burger bar – we're different. Remember, Mum said so!



Our Core Values

Our values guide us in our aspirations, behaviors and actions, its easy....be a good human!

Creativity

We believe that being different makes us special. We want our employees to embrace their individuality. We encourage them to think outside the box and see familiar things in new ways.

Teamwork

At Hashtag Burgers & Waffles, we believe that we can only achieve so much on our own. To succeed and go far, we need proactive individuals on our team. By collaborating, we can enhance our potential for innovation and achieve better business outcomes.

Excellence

We strive for excellence in everything we do at Hashtag Burgers & Waffles. We believe that excellence creates a distinction between ordinary and extraordinary. We want our employees to do the same and be the best versions of themselves.

Service

At Hashtag Burgers & Waffles, we are generous givers. We serve our local community as proactively and efficiently as we can. We aim to continue offering exemplary service to our customers. We want our employees to have an instinctive heart and mind for service.

Growth and Learning

At Hashtag Burgers & Waffles, we believe that learning is a lifelong journey. Our passion for knowledge and enjoyment of great burgers have sparked an insatiable thirst for learning and growth. For this reason, we provide structured career advancement and offer free diplomas to our managers and supervisors, encouraging our staff to pursue development on all levels and fronts.



Why Hashtag?

Experience in the Industry

Our dedicated team brings years of experience that will provide you with the tools needed to handle any situation. We built and developed this business personally through COVID, gaining deep insights into what it takes to thrive during tough times. When you join the Hashtag crew, we are committed to helping you become the most successful version of yourself.

Social Media

Hashtag Burgers & Waffles has a massive following across various social platforms. Our burgers and sides epitomise mouth-watering food porn, and our followers can't get enough. Our socials promote our brand and new menu items while also reaching out to hashtag burger newcomers eager to give us a go.

Clever Operations

Our menu and operational setup have been refined to ensure an optimised kitchen workflow. All crew members are cross-trained in food preparation, service, and delivery, enhancing the team's ability to provide exceptional food and service every time. Recipes are streamlined with build-to guides, making it easier to train new staff and removing the need for an experienced chef to oversee the kitchen.



Low Overheads

Our overheads are considerably lower than those of other franchises, which enables us to charge less while offering more through our low-investment model. This provides you with flexibility and places you, the business owner, at the heart of it all.

What are we looking for in our franchise partners?

We want our partners to:

Be Customer-Focused

We're seeking partners who are not only keen on making money but also dedicated to serving every burger with a friendly smile and ensuring 100% customer satisfaction. We want to team up with exceptional communicators who can forge relationships within their communities and create happy teams that take pride in their work.

Prioritise Quality

We're looking for partners committed to serving food made with high-quality ingredients and sourcing from preferred local and ethical suppliers. This approach sets our brand apart from other neighbourhood burger joints—we never settle for ordinary, and we never compromise on quality.

Be Passionate About Our Brand

We aim to work with legends who are passionate about their craft and committed to teamwork to firmly establish Hashtag Burgers & Waffles as the BEST BURGER PLACE in Australia. We take immense pride in our achievements and look forward to the future with excitement and determination to excel in the burger scene.



Support

Being part of the Hashtag Burgers & Waffles team means you're in business for yourself, but not by yourself; you are supported 100% of the way. Our support team is dedicated to your success. Your dedicated Operations Manager will assist you both remotely and during scheduled visits to your store. You'll also have the opportunity to attend management training and networking conferences.

We provide the tools and support to help you grow and manage your own business. Our support components include reviews of business operations, profit and loss statements, customer service, product yield, and staff management, as well as cost reduction assistance and overall guidance to help you run your business successfully! Do well by doing good.



Marketing

Our marketing team oversees all significant campaigns, digital advertising, promotions, new product development, and point-of-sale materials. Every initiative aims to attract new customers while encouraging our loyal burger enthusiasts to return time and again.

Hashtag Burgers & Waffles collaborates to enhance brand visibility, partnering with well-known names like Big Shed Brewery, Fortitude Bar, and Nova. Each location can benefit from limited-edition products, merchandise, and special events.

We manage the brand's main social media accounts and provide posting guidelines for all stores to help them effectively manage their local pages. We also encourage franchisees to connect with their local communities through tailored marketing initiatives that suit their specific areas.



Operations Support

Our operations team is here to assist you, featuring a dedicated Operations Manager who will work closely with you to kick-start your business and help it reach its full potential. While our primary focus will be on operations support, we will also aid in the creation and implementation of your business plan and the achievement of your goals.



deputy



Redcat
The Hospitality IT Platform



Ideagen
Op Central

restoke

Training

Our training system, resources, and team will empower you to become the best version of yourself while building on the experience and skills you already have. The training program covers all aspects of running a Hashtag Burgers & Waffles store, from crafting exceptional burgers to safety and people management, and everything in between—we've got you sorted. Training includes hands-on practical experience and guided support during your opening period. Our franchisees benefit from comprehensive training programs and ongoing support to help prepare and elevate your team's skills.



What's Included

- A minimum of four weeks of training at our office and the nominated store.
- 30 days of side-by-side training and support after launch.
- An operations manual for your business and staff, detailing everything you need to succeed.
- Established sales systems for effortless and insightful business management.

Frequently Asked Questions

Q. How much does it cost to purchase a Hashtag Burgers & Waffles franchise?

There is a franchise fee of \$50,000, a training fee of \$10,000, and the cost of fitting out your Hashtag Burgers & Waffles store. Depending on the site and location, this can range from \$200,000 to \$550,000. Existing stores range from \$350,000 to \$550,000.

Q. Who will take responsibility for fitting out the premises? Are there specific requirements?

The Franchisee is responsible for fitting out the premises according to specific design guidelines provided by Hashtag Burgers & Waffles. We will liaise with the shopfitters to ensure the installation meets our brand requirements. We are happy to manage the project in its entirety so you can focus on your training.

Q. What are the Royalty fees?

To support the growth of the Hashtag Burgers & Waffles network, our franchise partners contribute 5% of sales. Franchisees also contribute 2% of weekly sales to a national marketing levy aimed at developing the brand to benefit the entire network.

Frequently Asked Questions (cont.)

Q. What about advertising costs?

The cooperative advertising fund concentrates on national initiatives, promoting the Hashtag Burgers & Waffles brand while assisting franchise partners with marketing their businesses. Hashtag Burgers & Waffles will supply all advertising materials for your local area, including support for social media. Each franchise partner is expected to market their business at a local level. Hashtag Burgers & Waffles management will collaborate with you to identify the best strategy for your area and restaurant.

Q. Do I need to be a foodie to become a Hashtag Burgers & Waffles franchisee?

You don't need to have a background in food because our comprehensive training program will cover every aspect of the business. We'll also provide four weeks of opening support after you launch.

Q. Who chooses the site?

Hashtag Burgers & Waffles will assist you in selecting a suitable location for your Hashtag Burgers & Waffles store; however, the responsibility ultimately rests with the franchisee. You have the option of engaging a leasing consultant to help find a suitable site and conduct negotiations on your behalf. It is important that you conduct your own research using our site criteria.



Frequently Asked Questions (cont.)

Q. How long will it take to open a store?

There is no general rule of time for a store to open as it depends on several factors. Timing can be from 3 months – 12 months.

Q. How much can I expect to earn in a Hashtag Burgers & Waffles franchise?

The actual earnings depend on several aspects ranging from store location, time spent working both in and on your business, location and economic conditions. We will provide you with some actual results of our existing businesses and a financial modelling tool so you can develop your own forecasts. Hashtag Burgers & Waffles cannot and will not make any representations about likely store performance and financial results.

Q. How long is the franchise agreement term?

All Franchise Agreements offer a 5-year term with an additional 5-year option.

Q. Where do I recruit my staff from?

We have a comprehensive Human Resource program that will guide you through every aspect of recruiting, training, and retaining your team. We will assist you with placing advertisements and interviewing team members prior to your new store opening.



What's next?

1. Apply online or via email, and express your interest by signing the confidentiality form and completing the inquiry form.
2. A member of our recruitment team will reach out to answer any questions and discuss when we should meet.
3. Receive disclosure documents, a proforma franchise agreement, and financial modelling tools.
4. Complete the onsite OJE (On-the-Job Evaluation) and proceed with mutual approval.
5. Receive and sign the Letter of Intent and submit an initial deposit.
6. Formal franchise documents will be issued.
7. Complete due diligence, consideration, and the cooling-off period.
8. Begin training and prepare for your business launch.
9. Open your new Hashtag Burgers & Waffles store!

Contact us



To register your interest, contact us at franchise@hashtagburgersandwaffles.com.au

Or, you can complete our franchise application form, which is available on our website. Once we receive your inquiry, we'll meet for a chat, and you can experience our mouth-watering food for yourself.

