



VEGAN BURGER

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Brand Presentation



# About Us

Vegan Burger is the leading plant-based brand in the UAE, established in 2022. We've grown rapidly and redefined what plant-based dining can be. With a loyal and growing customer base, including 59% non-vegans, Vegan Burger clearly resonates far beyond the vegan community.

What sets us apart is our bold, uncompromising approach to flavor. We make plant-based food exciting, crave-worthy, and full of personality, challenging the outdated idea that vegan food is bland or limited. At Vegan Burger, we make it satisfying, youthful, and fun. Some of our creations are nearly indistinguishable from meat, while others celebrate the clean, vibrant taste of fresh ingredients. This versatility allows us to appeal to everyone, from meat lovers to clean eaters and everyone in between.

In just three years, we've become the most dominant vegan concept in the UAE, driven by a commitment to taste, quality, and exceptional customer service. Now operating in Dubai Mall and Al Ghurair Centre, with our JBR location opening next month and plans underway in for expansion in Australia and India, we're expanding at scale. Our success proves that the demand for affordable, accessible, and delicious plant-based food is stronger than ever, and we're just getting started.





# Our vision



**High Demand, Low Accessibility:** Plant-based food is in high demand but still overpriced and underrepresented in many regions. We're changing that with a concept that is enjoyable, tasty and young.



**Proven Success with Diverse Communities:** Operating in one of the world's most diverse cities, we've built a loyal customer base across countless nationalities, showing that our brand resonates in multicultural markets, with a proven high return on investment and low investment.



**Appeals to Everyone:** 59% of our customers are non-vegan, proving that Vegan Burger isn't a niche concept, it's a universal one. We worked hard and invested a lot in these 3 years to appeal to flexitarians, the health-conscious, and curious foodies alike.



**Our Mission:** Make delicious, high-quality plant-based food affordable and accessible for everyone while creating a welcoming, inclusive dining experience.



**A Global Opportunity:** The rise in plant based and healthy food awareness is accelerating worldwide, offering a unique opportunity for franchisees to diversify their portfolio. Our aim is to grow with this movement, become a dominant player in the shift toward healthier food concepts, and contribute meaningfully to this global change.





# Your Investment Opportunity

**Low Investment, High Return      Built-in Support from Day One**



**USD 180,000-220,000**  
investment per branch



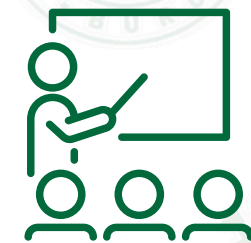
Return on investment  
in **2.1-2.3 years**



**Full SOP manual**



**Grand opening  
support**



**Operational  
training**



**Ongoing brand +  
marketing support**

## Partnership Terms

Franchise fee: USD 30,000

Royalty: 6% of gross revenue

Marketing: 2% system wide contribution

Join a proven, scalable concept with strong returns and growing global demand.



# What You Get as a Franchise Partner

1

## **Proven, One-of-a-Kind Concept with Fast ROI**

With successful locations and strong performance in the UAE, Vegan Burger has positioned itself as the leading and one-of-a-kind plant-based brand in the market. Our proven business model offers a fast return on investment and growing demand across diverse markets.

2

## **Complete Franchise Manual & Ongoing Support**

You'll receive our complete Standard Operating Procedures (SOP) manual, developed in collaboration with the internationally recognized iFranchise Group. It includes step-by-step guidelines for daily operations, financial planning, team structure, and brand standards, giving you all the tools to operate your Vegan Burger outlet with confidence and consistency.

3

## **Comprehensive Training & Hands-On Support**

Franchisees receive 2–4 weeks of in-depth, on-site training led by the Vegan Burger team, covering everything from kitchen operations and service standards to business management and team leadership. The founders are personally involved during both the training and store opening, ensuring smooth execution and full operational readiness from day one.



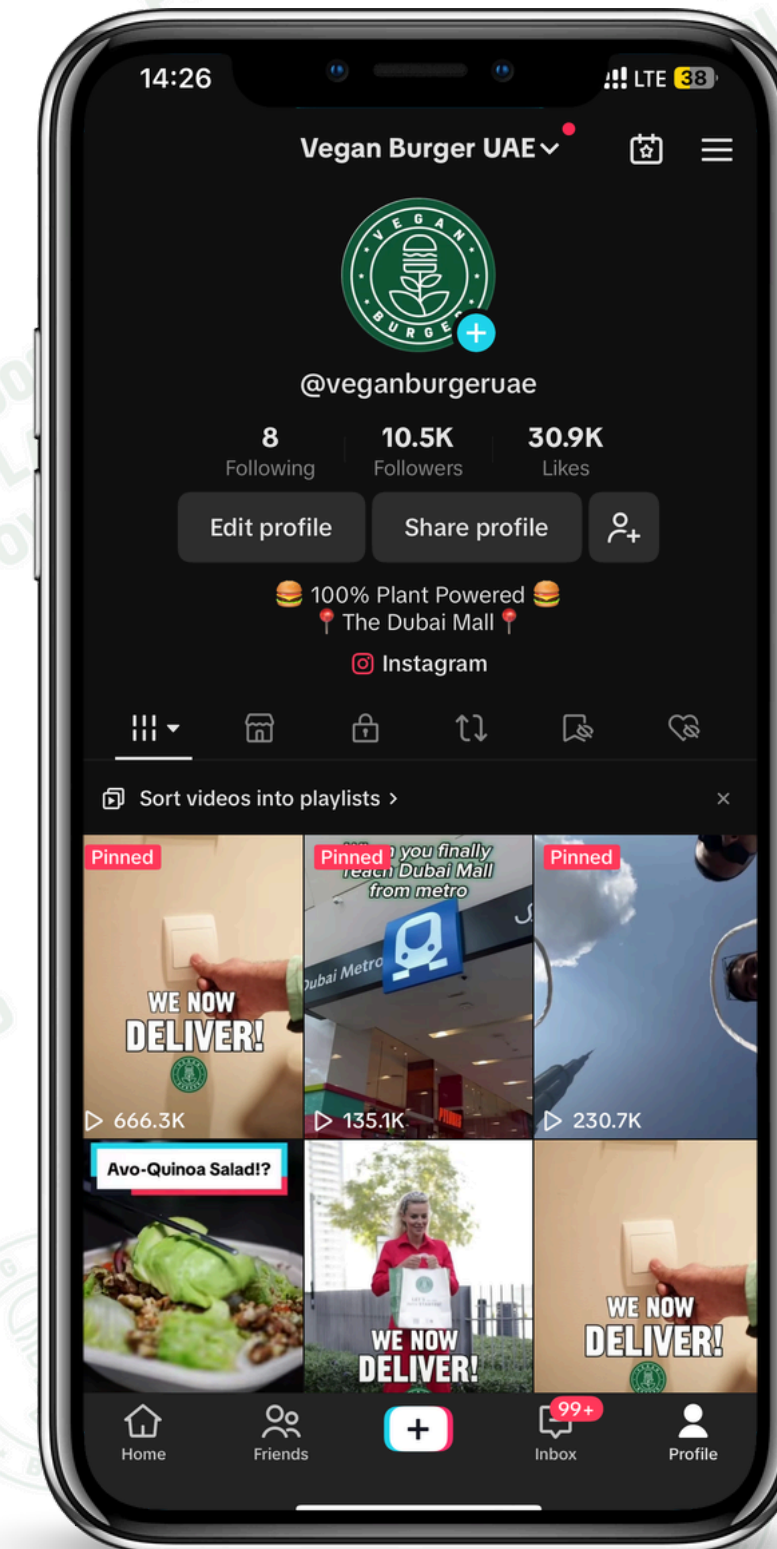
# We're Grateful for Our Customers

4.9 ★★★★★ 1,112 Google reviews



COSMOPOLITAN

A more casual and laidback option for mid-day munching is Vegan Burger at The Dubai Mall. The stall has received rave reviews about its burgers which taste almost identical to their non-veg counterparts. They also offer smoothies, shakes, make-your-own-salads and other fast food items. Place a takeaway order and enjoy a burger date at The Dubai Fountain.





# Some of Our Famous Dishes



## Truffle Cheeseburger

Signature Patty, Mozzarella Cheese Slice, Brown Mushrooms Sauté, Lettuce, Truffle Sauce



## Smokey Bacon Burger

Signature Patty, Homemade Bacon, Lettuce, Tomato, Pickles, Caramelized Onion, Cheddar Cheese Slice, Smokey Sauce



## Fa-la-la-fel Burger

Falafel Patty, Lettuce, Tomato, Pickles, Parsley, Trunip Pickles, Tahini Sauce

Our Truffle Cheeseburger, Smokey Bacon Burger, and Fa-La-La-Fel Burger are just a few of the fan favorites that keep customers coming back.

Each one offers something unique, from rich and indulgent, to bold and smoky, to fresh and vibrant.

These bestsellers represent just a small part of our full menu, which is packed with flavor, variety, and plant-based creations that surprise and satisfy every kind of eater.





# THANK YOU!



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