



BRAND DECK

WELCOME TO LOL BURGER BAR

CONCEPT

LOL Burger Bar combines fast food and casual dining with an elevated experience.

ATMOSPHERE

Modern, inviting, stylish decor, upbeat music, open kitchen.

SERVICE

Friendly staff, guided menu options at the ordering counter.

FOOD

Higher-quality alternatives to traditional fast food, fresh ingredients, made-to-order meals.

OPTIONS

Dine-in or takeout for convenience.

EXPERIENCE

Perfect for quick lunches or casual dinners with friends.



THE DEMAND

Whats missing from the culinary burger space? LOL Burger Bar aims to meet the needs of the communities we share.

PREMIUM & QUALITY

At LOL Burger Bar, gourmet doesn't just describe our burgers; it's a commitment to premium quality.

CONSISTENCY

LOL Burger Bar strives for consistency across all operations. Providing consistent quality service, food, and experience is at the core of our operation.

ATMOSPHERE

LOL Burger Bar isn't just a restaurant; it's an experience. It's vibrant and hip ambiance where neon lighting sets the mood, and artwork adorns the walls creating energy that is contagious, making LOL Burger Bar the perfect place to 'Live Out Loud.'

CREATIVITY & INDIVIDUALITY

LOL Burger Bar celebrates the spirit of individuality. Our values encourage you to be the best version of yourself, and our creative menu items reflect that ethos. Each burger has its own personality, and our restaurant is a canvas for self-expression. Our chefs curate an inventive and ever-evolving menu of gourmet burgers that redefine the traditional burger experience.

THE DIFFERENCE

UNIQUE & CREATIVE MENU

Our menu is fun and creative that includes funny text acronyms describing the burgers, like YOLO and OMG.

COMMITMENT TO COMMUNITY

We are actively seeking to partner with community partners to activate fundraising campaigns such as our “Fundraiser Burger” A burger where a % of the proceeds are donated.

UNREASONABLE HOSPITALITY

Simply put “Going Above and Beyond” every chance we get to make the experience amazing.

BOLD & UNFORGETTABLE FLAVOR

We strive to create that taste that you won’t forget that makes your mouth melt for more.



THE DIFFERENCE

WARM & EXCITING ATMOSPHERE

LOL Burger Bar isn't just a restaurant; it's an experience. It's vibrant and hip ambiance where neon lighting sets the mood, and artwork adorns the walls creating energy that is contagious, making LOL Burger Bar the perfect place to 'Live Out Loud.'



SPECIAL EVENTS

We partner with really dope people and brands to host events at LOL Burger Bar. Some events are private and others are open to the public.



BUSINESS FLOW

Open for Lunch and Dinner 7 days a week.

HOURS OF OPERATION

Fast Casual Concept

Monday - Saturday 12pm - 9pm

Sunday 12pm - 9pm

Liquor Concepts

Monday - Thursday 11:30am - 10pm

Friday - Saturday 11:30am - 1am

Sunday 11:30am - 12am



Current Location: Underwood Hills
2080 Defoors Ferry Rd | Atlanta, Ga.

PRINCIPLES

Quality, Consistency, & Experience

LOL BURGER BAR is built on three principles that drive its success and ensure that our customers are best served.



The background of the image is a dark wooden table. In the center is a large, rustic metal bowl filled with golden-brown french fries, topped with melted cheese, diced bacon, and sliced green onions. To the top left, there is a small white bowl of red ketchup. Scattered around the bowl are more fries and green onion slices. On the right side, there is a circular inset photo of a woman with long dark hair, wearing a white blazer over a black top, holding a burger. The text is overlaid on a black, cloud-like shape in the center-left.

“Our **values** are rooted in promoting **authenticity** and encouraging people to be the **best versions of themselves**. We aspire to be more than a burger destination; we aim to be a **community** hub where laughter is shared, creative culinary **experiences** are celebrated, and everyone feels welcomed and inspired to **Live Out Loud**.” - Cassidy Jones, MBA - Founder & CEO

SIGNATURE BURGER MENU

LOL

Our signature burger features premium beef, topped with Gouda cheese, spicy mayo, grilled red and green peppers, and onions. It's served with your choice of fries.

OMG

OMG this burger is delicious! Top seller featuring premium beef, topped with Gouda cheese, signature LOL Sauce, lettuce, savory pineapple and applewood smoked bacon. Served with your choice of fries.

KISS

Keep It Simple Stupid. A classic American cheeseburger with premium beef, topped with lettuce, tomato, pickle, ketchup and mustard. Served with your choice of fries.

IDK

IDK what it is, but it ain't meat! Impossible TM vegan burger topped with Provolone cheese, red onion, arugula, tomato, and our signature LOL Sauce. Served with choice of fries.

BYOB

Build your own delicious burger with all of your favorite toppings. Served with your choice of fries.

OG

The Original Burger with premium beef, topped with grilled mushrooms, bacon, bleu cheese crumbles, tomato, lettuce, and our signature LOL Sauce. Served with your choice of fries.

NSFW

Careful, it's loaded with cheese and maybe NOT Safe for Work. Loaded with American cheese, Macaroni & Cheese, baked beans, bacon and our signature LOL Sauce. Served with your choice of fries.

YOLO

You Only Live Once, So Why Not Today? A Mouthwatering burger with premium beef, topped with American cheese, BBQ mayo, pulled pork, coleslaw, and pickles. Served with your choice of fries.

FOMO

This poor little chicken has a serious case of FOMO. Fried chicken breast, topped with spicy mayo, lettuce, tomato, and pickles. Served choice of fries.

OTHER MENU HIGHLIGHTS

LOADED FRENCH FRIES

FLAVORED LOL LEMONADES

WINGS & TENDERS

COCKTAILS, BEER, & WINE

SALADS

MILKSHAKES

KIMCHI

HOT DOGS & PATTY MELTS

MAC & CHEESE

MULTIPLE FRY OPTIONS

TM

DESIGN CONCEPT

Modern. Hip. **Creative.**



TARGET MARKET

Demographics:

- Age: Young adults and adults in the age range of 18 to 40 who are likely to be more adventurous with their food choices and appreciate a modern dining experience.
- Income: Middle to higher-income individuals who have disposable income for dining out and trying premium food items.

Psychographics:

- Lifestyle: Individuals who enjoy a vibrant and trendy lifestyle, appreciate creative and Instagram-worthy food experiences, and seek a unique dining atmosphere.
- Food Enthusiasts: Those who are passionate about trying new and unique food creations, especially gourmet burgers with inventive toppings.

Behavioral Characteristics:

- Adventurous Eaters: Consumers who enjoy exploring different and unconventional flavors, toppings, and menu combinations.
- Social Media Users: Individuals who are active on social media platforms and enjoy sharing their dining experiences online, contributing to the restaurant's visibility.

TARGET MARKET

Values and Preferences:

- **Quality-Conscious Consumers:** People who value high-quality ingredients and are willing to pay a premium for a gourmet dining experience.
- **Creativity and Individuality:** Customers who appreciate creative menu items, unique food presentation, and an atmosphere that reflects individuality and expression.

Location-Specific Considerations:

- **Local Residents and Visitors:** Depending on the location of LOL Burger Bar, both local residents seeking a unique dining experience and visitors looking to explore the local food scene may be part of the target market.





LOL Burger Bar's business strategy revolves around delivering a unique, unparalleled, and memorable dining **experience while staying committed to **quality, innovation, and community engagement.****

KEY MARKETING STRATEGIES

- Utilize social media for visually appealing content, engaging the audience, and sharing behind-the-scenes moments.
- Collaborate with local influencers to create buzz and reach a wider audience.
- Implement loyalty programs, limited-time offers, and events to drive customer engagement.
- SEO Marketing through google to increase search engine visibility.
- Gorilla Marketing to meet our customers where they are through flyers and face to face marketing.
- Event Sponsorships and Activations where we can gain visibility through cross collaboration.

\$170B

**GENERATED WITHIN THE QSR AND
FAST CASUAL BURGER INDUSTRY
IN 2023 (UP 4%)**

**40% OF
CONSUMERS EAT
BURGERS AT LEAST
ONCE A WEEK¹**



@lolburgerbar

BURGER INDUSTRY INSIGHTS

According to QSR Magazine Five Guys generated an average of \$1,718,000 per unit in 2022. Shake Shack doubled that number with an average revenue per unit of \$3,800,000.

Burgers are a high profit, very popular and competitive industry. It can be very lucrative for companies that have a quality product and growth strategy.

Using our current average price per ticket of \$25 in a fast casual without liquor concept store we project that an ideal LOL Burger Bar store will make \$900,000 per year based on the following formula.

Avg. ticket: \$25 x Avg # Customers per day: 100 x 360 days per year = Avg. Revenue

This projection is for a fast casual with liquor based on an avg. ticket of \$40 would be \$1,440,000 in revenue and \$2,160,000 in a fast casual with speakeasy concept based on an average ticket of \$60.

Compared to other elevated burger concepts such as the ones mentioned above these revenue projections will vary depending on market & location.

LOCAL COMPETITION

H&F  BURGER



YEAH! BURGR.

REGIONAL COMPETITION



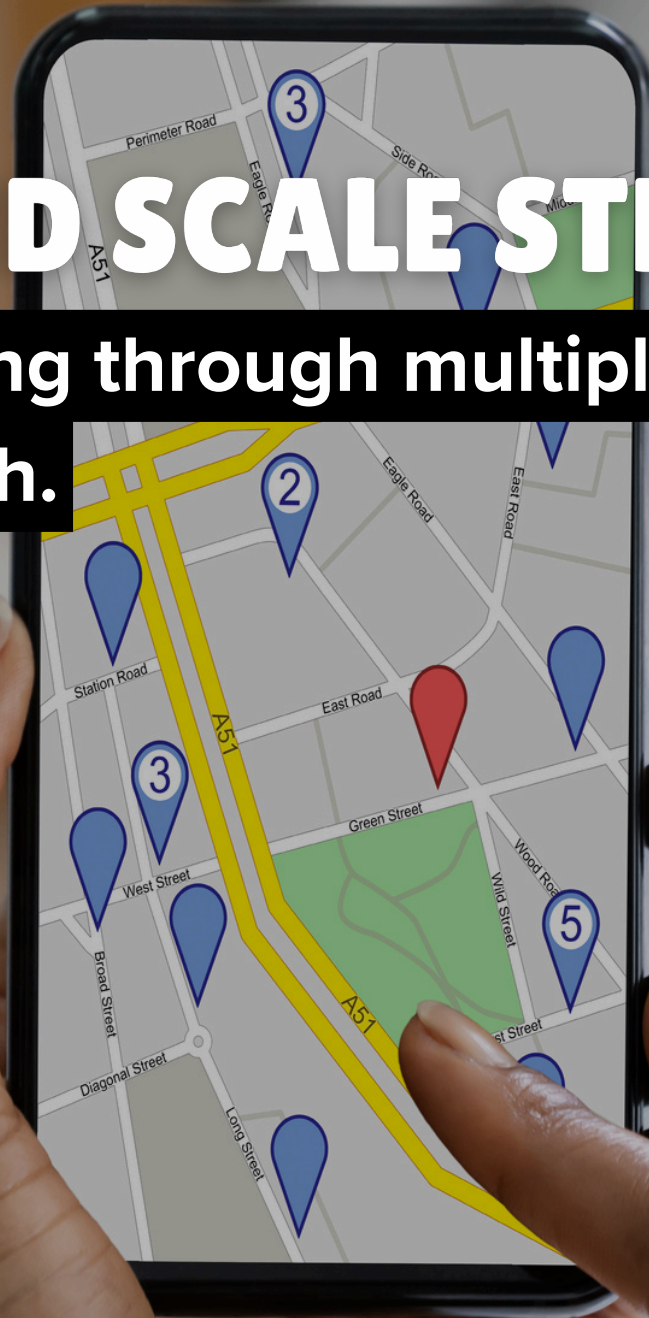
NATIONAL COMPETITION

FIVE GUYS®
BURGERS and FRIES



BRAND SCALE STRATEGY

Expanding through multiple avenues of growth.



BRAND CONCEPTS THAT WORK

The great thing about the brand is that it works for many different concepts.

FAST CASUAL (NO LIQUOR) CONCEPT

These stores may range from around 1,000 to 1,500 square feet.

FAST CASUAL (WITH LIQUOR) CONCEPT

These stores typically range from approximately 1,200 to 2,500 square feet.

FAST CASUAL WITH SPEAKEASY CONCEPT

These stores can range from 2,500 square feet and up.

FOOD TRUCK, STALL/HALL OR KIOSK CONCEPT

These stores typically are under or around 1,000.

The average cost to build out a store can range from \$200k - \$1M. Depending on the type of space it could cost more. We impose a strategy of finding second generation restaurants to reduce costs. However, this is not always possible to do. So in cases where we cannot find a second generation, we look for high traffic locations with properties that will allow Tenant Improvement Allowance specifically with grease trap installments, electrical, plumbing, and other major costs.

TOP TARGET MARKETS

GEORGIA KEY MARKETS

- ATLANTA, GA
- FAYETTEVILLE, GA
- DOUGLASVILLE, GA
- SMYRNA, GA
- ROSWELL, GA

- ALPHARETTA, GA
- WOODSTOCK, GA
- MARIETTA, GA
- DUNWOODY, GA

- NEWNAN, GA
- SAVANNAH, GA
- DECATUR, GA
- ATHENS, GA

CAROLINA

- CHARLETTE, NC
- RALEIGH, NC
- CHARLESTON, SC

ALABAMA

- BIRMINGHAM, AL
- HUNTSVILLE, AL

TENNESEE

- NASHVILLE, TN

TEXAS

- HOUSTON, TX
- DALLAS, TX
- AUSTIN, TX
- SAN ANTONIO, TX
- FT. WORTH, TX
- PLANO, TX
- IRVING, TX

FLORIDA KEY MARKETS

- ORLANDO, FL
- TAMPA, FL
- MIAMI, FL
- JACKSONVILLE, FL
- ST. PETERSBURG, FL

- SARASOTA, FL
- DAYTONA BEACH, FL
- FT. LAUDERDALE, FL

COMPANY OWNED STORES

This approach provides the brand with direct control over operations, ensuring consistency in quality and customer experience. Company-owned stores allow the brand to maintain a hands-on approach to customer satisfaction, test new concepts, and respond swiftly to market trends.

FRANCHISING

LOL Burger Bar can expand its brand by allowing entrepreneurs to invest in and operate their own LOL Burger Bar locations. Franchising offers a rapid and efficient way to scale, tapping into the entrepreneurial spirit of others while spreading the brand across diverse locations.

STRATEGIC PARTNERSHIPS

Strategic partnerships offer LOL Burger Bar an avenue for accelerated growth by collaborating with established restaurant groups, investors, or brands. Through these partnerships, LOL Burger Bar can gain access to additional capital, expertise, and resources.

CONSUMER PACKAGED GOODS (CPG)

LOL Burger Bar can leverage the Consumer Packaged Goods (CPG) market by creating and selling branded products beyond its restaurant offerings. This includes packaging signature sauces, condiments, and DIY burger kits for at-home enjoyment. Exploring collaborations with existing CPG brands, introducing limited edition or seasonal offerings, and optimizing e-commerce channels can further expand LOL Burger Bar's reach. We create four sauces in house that we plan on packaging and selling.



NYAK

Wings



LOL Burger Bar partnered with NYAK Cognac to bring a delicious cognac infused wing sauce for a co-branded menu item “NYAK” Wings.



LOL Burger Bar partnered with Off The Menu, Nickelodeon, & Paramount + to celebrate the 25th Anniversary of Sponge Bob Square Pants by creating our very own Krabby Patty.



MOVE OVER FOR THE GROUPIES

Everyone is in love with LOL Burger Bar!



CASSIDY JONES, MBA Founder & CEO



Cassidy Jones is a dynamic entrepreneur, community leader, and devoted family woman, hailing from Newnan, Georgia. She is a proud alumna of Savannah State University, where she honed her skills and passion for entrepreneurship. As a member of Alpha Kappa Alpha Sorority Incorporated, Cassidy exemplifies the values of sisterhood, service, and excellence in all her endeavors. She brings this spirit of collaboration and dedication to her professional ventures.

Cassidy is the visionary behind multiple successful businesses, including the acclaimed LOL Burger Bar, a vibrant culinary hotspot known for its innovative approach to gourmet burgers and exceptional dining experiences. Her entrepreneurial journey also includes a stint as a former CRU Lounge franchisee, where she demonstrated her prowess in franchise operations and management.

Beyond her achievements in business, Cassidy finds fulfillment in her role as a devoted mother of two and as the supportive wife of Attorney Dominic Jones. Together, they embody a shared commitment to family, community, and the pursuit of excellence in all aspects of life.



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