

# FIVE GUYS®

FAMOUS  
BURGERS and FRIES



Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

# HISTORY

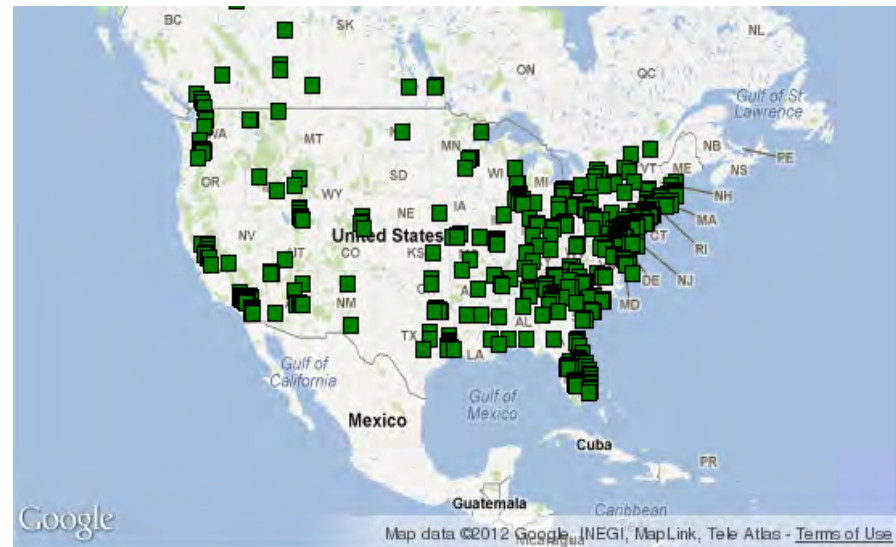
- **1986**: The first Five Guys location opens in Arlington, VA.
- **1986 - 2001**: Five Guys open five locations around the DC metro-area and perfect their business of making burgers... and start to build a cult-like follow up.
- **2002**: Five Guys decide DC metro-area residents shouldn't be the only ones to experience their burgers and start to franchise in Virginia and Maryland.
- **2003**: Five Guys sell out of franchise territory within 18 months and start to open the rest of the country for franchise rights.
- **2003 - Present**: Five Guys expands to over 1,000 locations in 47 states and 6 Canadian Provinces

# OUTLETS

1,102 in the United States and others in Canada

They include :

- 83 in California
- 109 in Florida
- 70 in New York
- 73 in Virginia



## LOGO

# FIVE GUYS®

BURGERS and FRIES

# FIVE GUYS Menu

## Menu

### Burgers

Hamburger  
Cheeseburger  
Bacon Burger  
Bacon Cheeseburger  
Little Hamburger  
Little Cheeseburger  
Little Bacon Burger  
Little Bacon Cheeseburger

### Dogs

Kosher Style Hot Dog  
Cheese Dog  
Bacon Dog  
Bacon Cheese Dog

[Click here for Nutritional Information.](#)

### Sandwiches

Veggie Sandwich  
Cheese Veggie Sandwich  
Grilled Cheese

*Note: Veggie Sandwiches do not contain veggie burger patties.*

### Fries

Five Guys Style  
Cajun Style

*Our fries are cooked in pure, no cholesterol, tasty peanut oil!*

*WE SERVE BULK PEANUTS.*

Choose as many of our free toppings as you want!

- ☒ Mayo
- ☒ Lettuce
- ☒ Pickles
- ☒ Tomatoes
- ☒ Grilled Onions
- ☒ Grilled Mushrooms
- ☒ Ketchup
- ☒ Mustard
- ☒ Relish
- ☒ Onions
- ☒ Jalapeno Peppers
- ☒ Green Peppers
- ☒ A.1.® Steak Sauce
- ☒ Bar-B-Q Sauce
- ☒ Hot Sauce



We proudly serve Coca-Cola® products.

# FIVE GUYS®

FAMOUS  
BURGERS and FRIES



They use only fresh ground beef.  
There are no freezers in Five Guys locations,  
just coolers. Nothing is ever frozen.  
They use only Peanut oil.  
Their menu is trans-fat free.



# FIVE GUYS NUTRITIONAL INFORMATION

<b>Burgers</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
Hamburger	265	700	400	43	19.5	0	125	430	39	2	8	39
Cheeseburger	303	840	500	55	26.5	0	165	1050	40	2	9	47
Bacon Burger	279	780	480	50	22.5	0	140	690	39	2	8	43
Bacon Cheeseburger	317	920	560	62	29.5	0	180	1310	40	2	9	51

<b>Little Burgers</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
Little Hamburger	171	480	240	28	11.5	0	65	380	39	2	8	23
Little Cheeseburger	190	550	290	32	15	0	85	690	39.5	2	8.5	27
Little Bacon Burger	185	560	300	33	14.5	0	80	640	39	2	8	27
Little Bacon Cheeseburger	204	630	350	39	18	0	100	950	39.5	2	8.5	31

<b>Dogs</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
Hot Dog	167	545	315	35	15.5	0	61	1130	40	2	8	18
Cheese Dog	188	615	365	41	19	0	81	1440	40.5	2	8.5	22
Bacon Dog	181	625	375	42	18.5	0	76	1390	40	2	8	22
Bacon Cheese Dog	200	695	425	48	22	0	96	1700	40.5	2	8.5	26

<b>Other Sandwiches</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
Veggie Sandwich	209	440	140	15	6	0	25	1040	60	2	14	16
Grilled Cheese	110	470	230	28	9	0	35	715	41	2.5	10	11

<b>Fries</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
One Serving of Fries (approx. half of regular order)	122	310	130	15	3	0	n/a	45	39	3	1	5
Regular Fries	244	620	260	30	6	0	n/a	90	78	6	2	10
Large Fries	572	1474	614	71	14	0	n/a	213	184	14	5	24

<b>Topplings</b>	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbs (g)	Fiber (g)	Sugars (g)	Protein (g)
Cheese	19g /1 slice	70	50	8	3.5	0	20	310	<1	0	<1	4
Bacon	14 g/ 2 slices	80	60	7	3	0	15	260	0	0	0	4
Mushrooms	25 g	10	0	0	0	0	n/a	100	1	<1	0	1
Green Peppers	25 g	5	0	0	0	0	0	1	2	<1	<1	0
Onions	26 g	10	0	0	0	0	0	1	3	<1	1	0
Jalapenos	11 g	3	0	0	0	0	0	184	<1	0	0	0
Lettuce	30 g	4	0	0	0	0	0	3	1	<1	<1	0
Tomatoes	52g	9	0	0	0	0	0	3	2	<1	2	<1
Mayonnaise	14g	100	100	11	2	0	10	75	n/a	n/a	0	0
Ketchup	17g (1 tbsp.)	15	0	0	0	0	0	190	4	0	4	0
A.1. Original Steak Sauce	17g (1 tbsp.)	15	0	0	0	0	0	280	3	0	2	0
BBQ Sauce	17g (1 tbsp.)	60	0	0	0	0	0	400	16	0	10	0
Mustard	17g (1 tbsp.)	0	0	0	0	0	0	55	0	0	0	0
Hot Sauce	5g (1 tsp.)	0	0	0	0	0	0	0	0	0	0	0
Relish	15 g	15	0	0	0	0	0	85	4	0	3	0
Pickles	28g (approx. 6 chips)	5	0	0	0	0	0	265	1	0	0	0

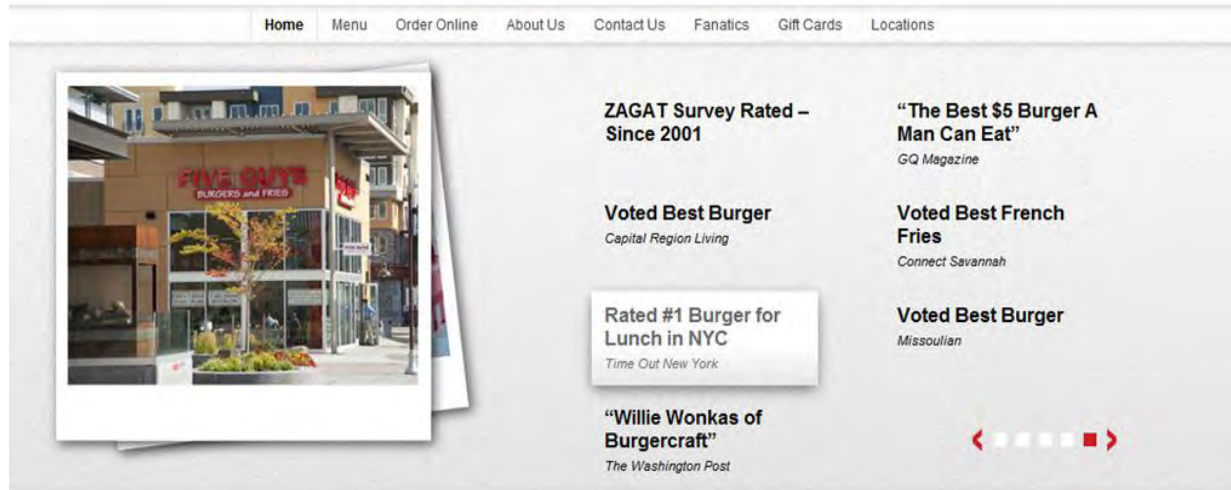
# MARKETING STRATEGY

According to an article in the April issue of Inc. magazine on Jerry Murrell Five Guys Burgers and Fries :

- 1) Keep it simple
- 2) Spend the money on the product and let the customer do the marketing for you.
- 3) Never cut corners on content. Your customers will notice
- 4) Great content marketing doesn't need a PR manager.
- 5) Set parameters for your content – what you will and will not do or say
- 6) Pay more for quality.
- 7) Get your employees involved in your content marketing.

# THE WEBSITE

## FIVE GUYS® BURGERS and FRIES



Website in  
English or in  
French



# SOCIAL NETWORKS

facebook

twitter

foursquare



facebook

Trouvez des personnes, des lieux ou d'autres choses

Judo Saint Alban Retrouver des am

**FIVE GUYS**

**Five Guys Burgers and Fries**

835 594 J'aime · 7 809 personnes en parlent

J'aime Message

Alimentation/Boissons

Burgers, Fries, Hot Dogs. 15 Free Toppings. Check our for new locations: [www.fiveguys.com](http://www.fiveguys.com) Don't forget us on Twitter: @Five\_Guys

xpos — Suggérer une modification

Photos Store Locator Order Online Friday Fanatic

Are YOU a FIVE GUYS Fanatic?



**FIVE GUYS**

**Five Guys**  
@Five\_Guys

Five Guys Burgers and Fries (and tweets!)

Virginia · <http://www.fiveguys.com>

5 912 TWEETS

401 ABONNEMENTS

26 499 ABONNÉS

Suivre

## Tweets

- FIVE GUYS** Five Guys @Five\_Guys 21 h  
@mix\_cyndee Thanks for giving us a try!  
Afficher la conversation
- FIVE GUYS** Five Guys @Five\_Guys 22 h  
@sabucci\_ Thanks for giving us a try!  
Afficher la conversation

# SMARTPHONE APP



Five Guys have created a Smartphone application to allow their customers to order their burgers directly with their phone and to pay online.

# CUSTOMER LOYALTY



# CORPORATE RESPONSIBILITY

[Back to Habitat for Humanity Home Page](#)

## FIVE GUYS® BURGERS and FRIES

Located at 4025 Tilghman Street, Allentown, PA

is having a Special 3-Night Event to raise funds for  
Habitat for Humanity of the Lehigh Valley!



### Don't Miss "Fund Nights" June 22, 23 and 24!

All you have to do is [print out the flyer](#) and bring it to Five Guys Allentown when you go there on  
Monday, June 22nd through Wednesday, June 24, 2009  
between 5:00 and 9:00 p.m.

Visit as many times as you like. You can even [fax in orders](#) and when you pick up your order,  
hand in the flyer. So easy, and who doesn't like Five Guys Burgers and Fries???

Proceeds for the evening will be donated to Habitat's Home Building Program. Help build a home for  
a hard-working local Lehigh Valley family.



Habitat for Humanity of the Lehigh Valley  
245 N. Graham Street  
Allentown, Pennsylvania 18109-2191  
610-776-7737

Habitat for Humanity of the Lehigh Valley | 245 N. Graham Street | Allentown | PA | 18109-2191



## FIVE GUYS® BURGERS and FRIES

## Prairie Middle School Fundraising

### What:

Fundraising Night to benefit our school (10% of the  
total of your bill will be donated to our school with this  
flyer)

### When:

January 31<sup>st</sup>, 2012 – 5:30pm – 8:30pm

### Where:

Five Guys Burgers and Fries  
2300 S Parker Rd.  
Aurora, CO 80231



Dear Prairie Families:

Please redeem this ticket the night of the event to the  
cashier and help your organization raise money for a  
great cause. Money raised will go towards our  
technology.

# EXPANDING THE RANGE

## Five Guys Wallpaper



800 x 600  
1024 x 768  
1280 x 960  
1280 x 1024  
1600 x 1200  
1680 x 1050



800 x 600  
1024 x 768  
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800 x 600  
1024 x 768  
1280 x 960  
1280 x 1024  
1600 x 1200  
1680 x 1050

- Five Guys  
Wallpaper

- Five Guys Gear

Items in Cart: 0

BROWSE THE STORE

- Accessories
- Bundles
- Sweatshirts
- T-Shirts
- Women's Wear
- Hats
- Kids' Shirts

MAILING LIST

JOIN the Five Guys  
official store mailing list.

your email

**FIVE GUYS®**  
BURGERS and FRIES

Five Guys



Accessories



Sweatshirts



T-Shirts



Women's Wear



Hats



Kids' Shirts