

SHAKE SHACK®



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



<http://www.youtube.com/watch?v=8NsNoEgbB40>



Hailed by critics (magazines, TV shows) as « **best fast food burgers** » in the USA, Shake Shack is however a really discreet chain, unknown in France.

Its policy : thinking outside the box ! Let's have a look at successful recipes of **SHAKE SHACK...**

Shake Shack

« A modern day « roadside » burger stand »

- ◆ Shake Shack was born in July, **2004** in Madison Square Park
- ◆ It was designed by Danny Meyer, restaurateur and CEO of Union Square hospitality group
- ◆ It was named « **best burger 2005** » by New York magazine





Connecticut



Floride



Washington DC



Massachusetts




Pennsylvanie


LOCATIONS


- ♦ 7 in New York
- ♦ 2 in Connecticut
- ♦ 2 in Florida
- ♦ 2in Washington
- ♦ 1 in Pennsylvania
- ♦ 6 in middle east and 1 in the UK


Shake Shack


ZONE

 international

 Moyen-Orient

 Royaume-Uni

 Turquie


Moyen-Orient

EMPLACEMENTS

AVES

Kuwait City

GAVE

Kuwait City

VLGO

Doha

DALMA

Abu Dhabi

DXB

Dubaï

FNR

Koweït



United Kingdom

LOCATIONS

CVGD

London



Turkey

LOCATIONS

ISTPK

Istanbul

TÜNEL

Istanbul

Shake Shack

LOGO

Simple, effective ·
green colors
reminiscent of
«eco-friendly» spirit,
Health...



Go check the
Webside !!!!

<http://www.shakeshack.com/>

Shake Shack

Menus & Nutrition

SHAKE SHACK [®]		
MADISON SQUARE PARK		
Burgers 100% all-natural Angus beef. No hormones and no antibiotics ever. We grind our proprietary Shake blend fresh daily. Our burgers are cooked medium unless otherwise requested.		
ShackBurger[®] Cheeseburger topped with lettuce, tomato and ShackSauce Single \$4.55 Double \$7.10	SmokeShack[™] Cheeseburger topped with Niman Ranch all-natural applewood smoked bacon, chopped cherry pepper and ShackSauce Single \$6.35 Double \$8.80	'Shroom Burger (vegetarian) Crisp-fried portobello mushroom filled with melted mozzarella and cheddar cheese, topped with lettuce, tomato and ShackSauce Single \$6.55 Double \$8.50
Shack Stack[®] Cheeseburger and a 'Shroom Burger topped with lettuce, tomato and ShackSauce Single \$8.60 Double \$11.25	Hamburger Let us know if you would like lettuce, tomato, pickle or onion Single \$3.55 Double \$5.60 Add cheese +\$0.50 per patty Add bacon +\$1.25	Flat-Top Dogs Split and griddled crisp. Shack-cage Dog[®] Drizzled through the garden with Rick's Picks Shack relish, onion, cucumber, pickle, tomato, sport pepper, celery salt and mustard Single \$4.00 Frisky Dog Topped with spicy tomato-simmered onions and trout Single \$3.50 Hot Dog Vienna all-beef dog Single \$3.00 Bird Dog Shake Shack chicken, apple and sage sausage Single \$4.40 Design Your Own Dog Fix-Ins +\$0.50 each • Spicy tomato-simmered onions • Shack cheese sauce • Rick's Picks Shack relish • Ketchup
Fries Crinkle cut Yukon potatoes, 100% free of artificial trans fats and 25% less fat than average fries. Single \$2.65 Double \$4.70 Cheese Fries Topped with our Shack cheddar and American cheese sauce Single \$3.65 Double \$5.70	Frozen Custard Our dense, rich & creamy ice cream-spun fresh daily right here at the Shack! Shakes Hand-spun vanilla, chocolate, caramel, black & white, strawberry or peanut butter. Make it malted +\$0.50 Single \$4.00 Double \$6.00 Fair Shake Vanilla shake featuring 100% certified organic Arabica Fair Trade coffee Single \$5.50 Vitamin Creamside Shake Vanilla shake blended with David Kirsch Vitamin-Mineral Orange Super Juice Single \$6.75 Floats Vanilla, chocolate or flavor of the day Single \$3.35 Double \$4.35 Cups & Cones Vanilla, chocolate or flavor of the day Single \$3.35 Double \$4.35 Pints To Go Concretes Dense frozen custard blended at high speed with mix-ins Single \$4.35 Double \$6.50 The Concrete Jungle Vanilla custard, fudge sauce, bananas and peanut butter sauce Single \$5.35 Double \$6.50 Hopscotch Vanilla custard, caramel sauce, chocolate toffee and Most Brothers Shake Shack blend chocolate Shack Attack[®] Chocolate custard, fudge sauce, chocolate truffle cookie dough and Most Brothers Shake Shack blend chocolate, topped with chocolate sprinkles Design Your Own Concrete Single \$5.35 Double \$6.50 Mix-Ins +\$0.50 each • Fudge sauce • Caramel sauce • Peanut butter sauce • Marshmallow sauce • Strawberry purée • Chocolate truffle cookie dough • Chocolate toffee • Shortbread cookie • Featured mix-in • Bananas • Salted peanuts For Dogs Peachini[®] A chilly treat for those with four feet. ShackBurger dog biscuits, peanut butter sauce and vanilla custard Single \$2.75 Bag O' Bones A real doggie bag: handful of ShackBurger dog biscuits to go Single \$2.50	Drinks Shack-made Lemonade Regular \$3.40 Large \$3.05 Fresh Brewed Iced Tea Regular \$1.99 Large \$2.40 Fifty/Fifty[™] Half lemonade, half iced tea Regular \$2.15 Large \$2.80 Fountain Soda Coke, Diet Coke, Sprite, Fanta Orange, Fanta Grape, Dr. Pepper Regular \$1.99 Large \$2.40 Bottled Root Beer Abita Brewing Co., Louisiana \$2.85 Bottled Water Keaper Springs helps restore America's watersheds Half liter \$2.00 Beer Draught ShackMeister [®] Ale, Brooklyn Brewery 16oz. Bottle \$3.00 Check out the menu board for our complete selection Wine Check out the menu board for our complete selection Stand For Something Good[®] • We pride ourselves on sourcing premium ingredients. Everything at the Shack is made to order. • Our menu is completely free of artificial trans fats. Ask about our gluten free options. • 100% of our electric usage is offset through Renewable Energy Certificates, supporting wind farms in the United States. • We use energy efficient equipment and compost all of our kitchen food waste. • We use green materials and sustainable woods in our building design whenever possible. • A portion of Shake Shack sales benefit the Madison Square Park Conservancy. Learn more at madisonsquarepark.org.
Give Some Shack Gift Cards Get 'em at the Shack or on our website at shakeshack.com. Shack Swag Check out our stock of Shack Gear.		



SHAKE SHACK[®] Nutritional Information

They put the emphasis on their light products



Burgers

Our Angus beef is 100% all-natural, vegetarian fed and humanely raised. No hormones and no antibiotics ever.*

	Calories	Total Fat (g)	Sat Fat (g)	Trans Fat (g)	Chol. (mg)	Sodium (mg)	Total Carb (g)	Fiber (g)		
Single ShackBurger [®]	490	29	10	1	100	1610	27	3	9	
Double ShackBurger [®]	770	48	18	2	185	2930	28	3	10	
Single Hamburger	360	17	7	1	75	1220	25	3	7	
Double Hamburger	570	31	12	2	145	2240	25	3	7	48
Single Cheeseburger	430	22	10	1	90	1520	26	3	8	29
Double Cheeseburger	710	41	18	2	175	2840	27	3	9	52
*Shroom Burger	490	30	9	1	110	925	39	7	9	18
Shack Stack [®]	770	49	17	2	194	1480	40	7	10	40
Single SmokeShack [™]	570	35	13	1	110	2220	27	3	8	31
Double SmokeShack [™]	850	54	21	2	195	2575	28	3	9	54
Lettuce	1	0	0	0	0	1	0	0	0	0
Tomato	3	0	0	0	0	1	1	0	0	0
Pickle	3	0	0	0	0	120	1	0	0	0
Onion	6	0	0	0	0	1	1	0	1	0
Bacon	70	5	2	0	8	280	0	0	0	5



Flat-Top Dogs

Split and griddled crisp.

Plain Dog	330	19	7	0	40	840	28	4	7	15
Chicken Dog	250	9	3.5	0	50	660	26	4	6	21
Add Shack-cage [®] Dog Style	15	0	0	0	0	235	4	0	3	0
Add Frisky Dog Style	35	0	0	0	3	710	8	1	3	1
Add Dapper Dog Style	245	21	7	0	35	240	12	1	1	5
Add Spicy Tomato-Simmered Onions	30	0	0	0	3	290	6	1	3	1
Add Cheese Sauce	90	10	5	0	30	145	1	0	0	3
Add Kraut	10	0	0	0	0	420	2	0	0	0
Add Rick's Picks Shack Relish	5	0	0	0	0	45	2	0	2	0



Fries

Made from Yukon potatoes. 100% free of artificial trans fats and 25% less fat than average fries.

Regular Fries	470	23	3	0	0	675	61	6	0	6
Cheese Fries	685	41	13	0	70	1095	64	6	0	12

SHAKE SHACK®

Allergen Information

They do their utmost to prevent any allergy

Notes/Potential Allergens

Milk

Eggs

Peanuts



Burgers

Our Angus beef is 100% all-natural, vegetarian fed and humanely raised. No hormones and no antibiotics ever.

		Milk	Eggs	Peanuts	Wheat	Soy	Onion	Garlic	Mustard	Other
ShackBurger®	Flavoring	✓	✓	P	✓					
Hamburger	Flavoring	✓			✓					
Cheeseburger	Flavoring	✓			✓					
*Shroom Burger	Flavoring	✓	✓	P	✓	P	✓			
Shack Stack®	Flavoring	✓	✓	P	✓	P	✓	P		N
SmokeShack™	Flavoring	✓	✓	P	✓	P	✓	P	P	✓
Bacon										N



Dogs

Split and griddled crisp.

		Milk	Eggs	Peanuts	Wheat	Soy	Onion	Garlic	Mustard	Other
Plain Dog		✓			✓		✓		✓	N
Chicken Dog		✓	P		✓		✓	P	✓	N
Add Shack-cage® Dog Style	Flavoring	P	P	P	P	P	P	P	P	Y
Add Frisky Dog Style	Spices	P	P	P	P	P	P	P	P	Y
Add Dapper Dog Style		✓	P	P	✓	P	P	P	P	Y
Add Spicy Tomato-Simmered Onions	Spices	P	P	P	P	P	P	P	P	Y
Add Cheese Sauce	Flavoring, Spices	✓	P	P	P	P	✓	P	P	Y
Add Kraut										Y
Add Rick's Picks Shack Relish	Spices	P	P	P	P		P	P	P	Y



Fries

Made from Yukon potatoes. 100% free of artificial trans fats and 25% less fat than average fries.*

		Milk	Eggs	Peanuts	Wheat	Soy	Onion	Garlic	Mustard	Other
Regular Fries	Flavoring					✓				Y
Cheese Fries	Flavoring, Spices	✓	✓	P	✓	P	✓	P	P	Y



Shakes

		Milk	Eggs	Peanuts	Wheat	Soy	Onion	Garlic	Mustard	Other
Vanilla Shake		✓	✓							Y
Chocolate Shake		✓	✓							Y
Caramel Shake		✓	✓							Y
Black & White Shake	Flavoring	✓	✓			✓				Y
Strawberry Shake		✓	✓							Y
Peanut Butter Shake		✓	✓	✓				P		Y
Vitamin Creamsicle Shake	Flavoring	✓	✓			✓			✓	Y
Fair Shake		✓	✓							Y



Floats

		Milk	Eggs	Peanuts	Wheat	Soy	Onion	Garlic	Mustard	Other
Root Beer Float		✓	✓							Y

Shake Shack

Menus for dog

Parking lot for dogs

For Dogs

Woof! We'll always have a special place in our hearts for your furry four-legged friend. We were born in a park, after all! Shake Shack's dog menu is available at all Shake Shacks except stadiums, ballparks and international outposts.



Pooch-ini®

ShackBurger dog biscuits, peanut butter sauce and vanilla custard. Includes dairy, sugar and nut products. Not intended for small dogs... just let 'em have a lick or two!

Bag O' Bones

Doggie bag of 5 ShackBurger dog biscuits made just for us by NYC's Bocce's Bakery.





The prices

From \$4 to \$15

Hamburger price : \$7,00

Chips from \$2,70

AN AGGRESSIVE STRATEGY



Marketing strategy in a nutshell

« *We Want to Be the Anti-Chain Chain* »

The target : people with a good purchasing power

Product : High quality fast food with healthy products

Their website features their **healthy credentials**

They work on their **corporate image** : NYC's Burger Bash to support hunger relief + FEASTIVAL for innovation in Philadelphia

Street marketing : Original measure with a webcam on their roof in Madison Square Garden





Innovation

They set up a «remote control» resulting in customers ordering what they fancy, wandering about while it's prepared, and being noticed through that remote control when it's ready for them to pick it up thanks to the remote control shaking.

We can now easily understand why it's called «Shake Shack»

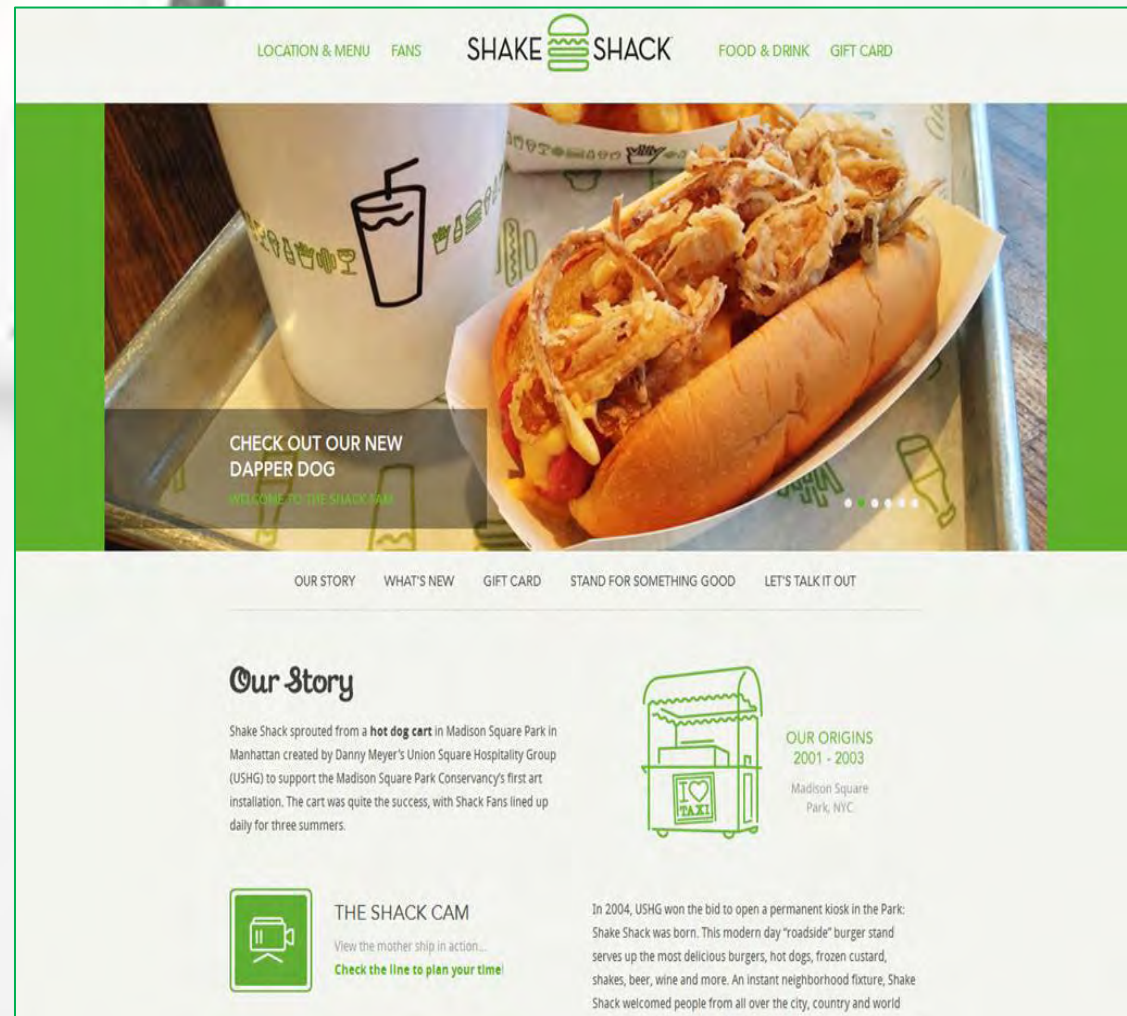




Communication

The website

- ◆ They are really active on their website.
- ◆ They keep customers abreast and don't hesitate to promote their brand new product.





The Blog

- ◆ They feature a blog which is part of their own website.



- ◆ It's updated by both the company and the customers who leave their feedback.



The social networks



foursquare





Shake Shack - Official Page

54 105 J'aime · 3 479 personnes en parlent

J'aime

Message



Alimentation/Boissons

Shake Shack is a modern day "roadside" burger stand serving the most delicious burgers, fries, hot dogs, frozen custard, beer, wine and more!

À propos – Suggérer une modification



Photos

54 105

Mentions J'aime



Twitter



Instagram

2



Rechercher



Vous avez déjà un compte ? Se connecter

Tweets

Abonnements

Abonnés

Favoris

Listes

Suivre SHAKE SHACK

Nom complet

Adresse email

Mot de passe

S'inscrire



SHAKE SHACK

@shakeshack

"Official Shake Shack Account" Modern day version of a roadside burger stand serving delicious burgers, hot dogs, shakes, frozen custard, beer, wine & more
<http://www.shakeshack.com>

2 817
TWEETS

256
ABONNEMENTS

11 389
ABONNÉS

Suivre

Tweets



SHAKE SHACK @shakeshack

Perspective. See ya again soon! "@kerrtut: @shakeshack: "Don't cry because it's over. Smile because it happened.""

Afficher la conversation

14 h



Direct marketing

◆ Newsletter
and e-mailing

◆ Promotions
and contest
games

Join our Mailing List

Need more Shack in your life? Join our **mailing list** and we'll keep you in the loop on all the latest and greatest Shack happenings.

FIRST NAME

LAST NAME

EMAIL*

SIGN UP NOW

Who's the Big Winner?

Ready for some Shack prizes? From time to time, Shake Shack holds sweet sweepstakes, contests and pop-up promotions on Facebook. The only thing we need to put one in motion is your **100% participation**.

Check back here to find out if we've got something in the hopper.



Shake Shack

Street marketing

JAN 10, 2013

PAINT THE TOWN SHACK GREEN: PHILLY SHACK PARTNERS WITH MURAL ARTS

Art saves lives. It sounds a bit extreme until you talk to the folks at the City of Philadelphia Mural Arts Program. Since 1984, they've been using the power of art to transform the city's public spaces and along the way, quite a few lives. Inspired by its mission, our Philadelphia Shake Shack partnered up...



Public Relations

- ◆ They are often quoted in newspapers and magazines

Shack in the News!



PRESS INQUIRIES

Please contact press@shakeshack.com
or 646.747.6654.



TheDailyMeal.com

101 Best Restaurants in America for 2013



[Bon Appétit](http://BonAppetit.com)

The 20 Most Important Restaurants in America



[Zagat 2013](http://Zagat.com)

Most Popular NYC Restaurants



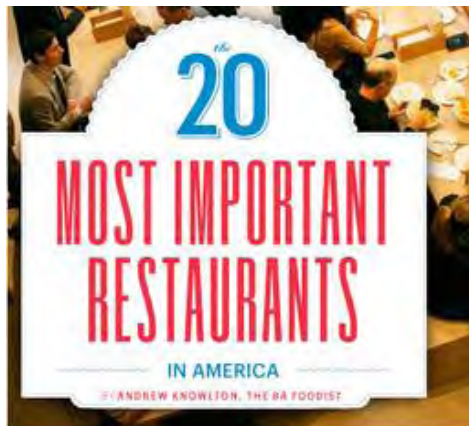
FoodAndWine.com

Best Bacon Burgers in the US: SmokeShack



Urbanspoon.com

America's Most Popular Cheap Eats



SHAKE SHACK

NYC AND POINTS BEYOND
Reinventing the Burger for a Fast-Food



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SLIDESHOW

SEE RECENT GALLERIES

Best Bacon Burgers in the US

SLIDE 8 OF 21

< BACK NEXT >



Philadelphia: Shake Shack

The newest location of restaurateur Danny Meyer's popular burger chain was the first one to feature the new SmokeShack: a cheeseburger topped with Niman Ranch applewood-smoked bacon, chopped cherry peppers and the famous tangy Shack Sauce, a secretly spiced blend of traditional condiments like ketchup, mayo and pickles.

Co-Branding

DEC 10, 2012

HOWDY, PARTNER: SHACK WINE STRAIGHT FROM THE FROG'S LEAP VINE

"Frog's Leap Winery has led the way in its commitment to the environment and social sustainability while still firmly committed to the highest quality wines," said owner and winemaker John Williams.

Shack Red and Shack White wines are custom made by Frog's Leap exclusively for Shake Shack. Our Shack Red is a 2011 Cabernet Sauvignon, with aromas of cranberry, bell pepper and a touch of warm spices. For white wine fans, our 2012 Sauvignon Blanc has notes of delicate peach blossoms, white flowers, lime and honeysuckle.

Knowing that Frog's Leap is one of the most operationally-responsible wineries in the industry makes our vino go down even smoother.

DEC 14, 2012

SHAKE SHACK DARK CHOCOLATE BAR BY MAST BROTHERS

We're proud to introduce our first-ever chocolate bar—now available at your local Shack. Created by Brooklyn's Mast Brothers, our dark chocolate bar is handcrafted from a special blend, just for us. Michael & Rick Mast showing off the goods. Michael and Rick Mast take their chocolate as seriously as we do our burgers. Not only...





Partnership with Ecomb to protect local islands

SEP 20, 2018

LATER, LITTER: MIAMI SHAKE SHACK CLEANS UP LOCAL ISLAND WITH ECOMB

Miami beaches got a quick face-lift on September 15th. To kick off Shake Shack's new partnership with the Environmental Coalition of Miami & the Beaches (ECOMB), our 1111 Lincoln Road team pitched in on International Coastal Cleanup Day. ECOMB provided chartered boats to whisk our team and approximately 100 volunteers to Monument Island, just off...



Shake Shack



Customer's loyalty



**A very important place
in their strategy ...**

**Actions to secure loyalty :
Gift cards, facebook page,
Twitter, instagram, pinterest
...**



Gift Cards

[LOCATION & MENU](#)

[FANS](#)

SHAKE  SHACK

[FOOD & DRINK](#)

[GIFT CARD](#)



[GIVE SOME SHACK!](#)

[RELOAD GIFT CARD & BALANCE INQUIRY](#)

Give Some Shack!

Treat someone special to burgers, fries and frozen custard from the Shack. *Whether Birthday, Holiday, Graduation, Congratulations, Thank You, Bon Voyage, Just Because or Whoops, My Bad* - this is one gift that won't be re-gifted. Sorry, not valid at stadiums, event venues or international locations.

Do the right thing.

[PURCHASE GIFT CARD](#)

How do I love thee, let me count the ways... buy a gift card today!





Satisfaction questionnaire



Let's Talk it Out

Our team eagerly awaits **your feedback!** Questions, comments, cries of outrage? Fire away! A real live human being will get back to you. Your observations are invaluable – thank you for taking the time to share with us.

Shake Shack is owned and operated by Danny Meyer's Union Square Hospitality Group. Shake Shack **does not franchise**, nor do we have any plans to do so in the future. Thank you for your interest!

Less is more. Please keep comments to **500 characters or less**.



CONTACT US

General inquiries? Visit our [contact page](#) and connect directly with our team.

* Required

WHERE'D YOU EAT?*

Abu Dhabi, Dalma Mall

DATE OF VISIT*

TIME OF VISIT*

Select an option

FIRST NAME*

LAST NAME*

SHAKE SHACK

Stand for Something Good®

We love our planet and our community! We're working hard to lessen our footprint, and promise to keep making strides. We're also committed to extending hospitality beyond the four walls of each Shack and into the community, especially cultural and educational neighborhood organizations. Thank you for **standing with us**.



GOOD BEEF

100% natural, vegetarian fed and humanely raised. No hormones or antibiotics – EVER. It's all source-verified Angus.



GOOD TEAM

The Shack attracts and hires caring, warm, fun, intelligent people who love to serve. Happy team = happy guests.



GOOD INGREDIENTS

We pride ourselves on sourcing premium ingredients. We seek out artisanal producers who live close by our Shacks, whenever possible. No shortcuts to quality!



GOOD BONES

Each Shack is constructed from recycled and sustainable materials. We use energy efficient kitchen equipment and employ LED lighting throughout.



GOOD NEIGHBORS

We're all about our hood! We're committed to extending hospitality beyond each Shack and into the surrounding community, especially cultural and educational neighborhood organizations.



GOOD 'N' GREEN

100% of our electric usage is offset through wind power and Renewable Energy Certificates. Bottles, cardboard, and plastics are recycled. Our cooking oil is reused to produce clean energy and our kitchen food is composted.