Ons Burger

Diner staples that hold through the shift

The fluorescent hum of a 24-hour counter. Eggs scrambled in butter, hash browns with crisp edges, patty melts on rye. Co…

THE CONCEPT

Nighthawk

"Diner staples that hold through the shift"

CUISINE FOCUS

American diner classics

THE STORY

The fluorescent hum of a 24-hour counter. Eggs scrambled in butter, hash browns with crisp edges, patty melts on rye. Coffee refilled without asking. This is the food that fuelled truckers and third-shift workers long before delivery existed. No theatre, no fusion. Just bone-deep sustenance that tastes the same at 3am as it does at noon.



#1A1A1A #D4A574 #8B0000 #F5F5DC #4A4A4A

THE AUDIENCE

Audience brief

SYNTHESIS

Marcus, 28 — Night shift nurse, in Shoreditch, ordering 2x per week

THE MENU

Menu

MAINS

Double Patty Melt — $12.00

Two beef patties, caramelised onions, Swiss cheese, thousand island dressing on griddled rye bread.

Western Omelette — $10.00

Three eggs, diced ham, green peppers, onions, cheddar cheese. Served with hash browns and white toast.

Club Sandwich — $11.00

Triple-decker white toast, turkey breast, bacon, iceberg lettuce, tomato, mayo. Served with fries.

Cheeseburger Deluxe — $13.00

Beef patty, American cheese, lettuce, tomato, pickles, onion, mayo, ketchup on sesame bun. With fries.

Biscuits and Gravy — $9.00

Buttermilk biscuits split and covered in pork sausage country gravy. Served with two scrambled eggs.

SIDES

Hash Browns — $4.00

Shredded potatoes griddled until crisp on the edges, soft inside. Salted.

Onion Rings — $5.00

Thick-cut yellow onions, beer battered, fried. Served with ranch dressing.

THE MENU, CONTINUED

10 items total

DRINKS

Filter Coffee — $3.00

Medium roast drip coffee, black. Served hot.

Chocolate Milkshake — $6.00

Vanilla ice cream blended with whole milk and chocolate syrup. Thick.

DESSERTS

Apple Pie — $6.00

Cinnamon-spiced apple filling in flaky pastry crust. Served warm with vanilla ice cream.

AVERAGE ITEM VALUE

$7.90

LAUNCH MARKETS

Launch markets

Riyadh

KSA

74/100

Young demographic with appetite for Western casual dining. Growing gig economy and extended working hours create demand for substantial, travel-proof meals. American burger concepts already demonstrate sustained performance.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Wordmark

PHOTOGRAPHY STYLE

Editorial

Studio-lit, premium, product-forward.

ECONOMICS

Projected performance

LAUNCH INDEX
72 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
1

MENU ITEMS
10

All projections are estimates based on comparable GFV network launches. Actual results may vary.

PACKAGING STUDIO

Branded surfaces

Five surfaces, one consistent system. All printed pieces carry the brand palette and name.

01 Pizza box

Primary surface. Brand name, tagline, accent band, and palette swatch.

02 Cup

Branded strip with name. Works at 12oz and 16oz.

03 Paper bag

Handle + brand strip. Matte or kraft finish.

04 Sticker

Round, 60mm. Name + tagline fragment. High-tack.

05 Menu insert

Trifold, 99×210mm. Three panels: concept + menu + contact.

Print-ready files are generated at the production stage and delivered with your dossier.

HOW THIS WAS BUILT

Builder path

CUISINE DIRECTION

American diner classics

VIBE

Street

OCCASION

Late-night order, Family dinner

WHAT HAPPENS NEXT

30-day launch sequence

- DAY 0

  Application received

  Your dossier is in the review queue. Expect seven days.

- DAY 7

  Review complete

  Approved brands move immediately to kitchen matching. Declined brands receive written feedback.

- DAY 8-10

  Kitchen matched

  GFV assigns a host kitchen in each of your launch cities.

- DAY 11-20

  Production setup

  Menu localisation, packaging print, platform listings, photography.

- DAY 21-25

  Soft launch

  Live on platforms in test mode. First orders, operations review.

- DAY 30

  Full launch

  All platforms active. Performance dashboard live. GFV support active.

THE GFV NETWORK

Where your brand lives

GFV operates a network of host kitchens across 9 countries and 100+ cities. Every GFV brand has access to the same infrastructure — professional production environments, established delivery platform integrations, and local operational teams.

9	100+	$0	30d
COUNTRIES	CITIES OPERATIONAL	APPLICATION FEE	APPROVAL TO LAUNCH

GFV is the infrastructure. You are the brand. Our model is straightforward: we provide the kitchens, the platforms, the operations. You provide the concept, the menu, and the identity. Revenue is shared on a fixed percentage basis per market.

NEXT STEPS

What to expect

01 **Review (7 days)**

A GFV brand strategist reviews your dossier. They assess concept viability, market fit, and operational readiness. You will receive a written decision.

02 **Kitchen matching (2 days)**

Approved brands are immediately matched with available host kitchens in their selected markets. GFV assigns one kitchen per city.

03 **Production (10 days)**

Menu adaptation, packaging design, photography brief, and platform onboarding are completed by the GFV production team.

04 **Soft launch (7 days)**

Your brand goes live in test mode. GFV monitors order quality, operations, and customer feedback. Issues are resolved before full launch.

05 **Full launch**

All platforms active across your launch cities. Revenue sharing begins. You retain full brand ownership.

APPLICATION

GFV Brand Expansion

This dossier constitutes your Brand Expansion application. By submitting, you confirm that the information provided is accurate and that you have the rights to the brand concept described herein. GFV's standard Revenue Sharing Agreement will be presented separately on approval.

APPLICANT

georgeykaram@gmail.com

BRAND

Ons Burger

SIGNATURE _____ DATE _____