Jose Burger

Burgers and wings for the third shift

The clock reads 3 a.m. and the kitchen is still going. Smash burgers with caramelized edges, buffalo wings with proper c…

THE CONCEPT

Nighthawk

"Burgers and wings for the third shift"

CUISINE FOCUS

American diner staples

THE STORY

The clock reads 3 a.m. and the kitchen is still going. Smash burgers with caramelized edges, buffalo wings with proper char, crinkle fries that hold their structure in the bag. No shortcuts on the sear. No compromises on the brine. Food built for people who work when others sleep, delivered to Bushwick doors while the city hums at half-speed.



#1A1A1A #8B0000 #D4AF37 #2F2F2F #F5F5DC

THE AUDIENCE

Audience brief

SYNTHESIS

Marcus, 29 — night shift paramedic, in Bushwick, ordering 2x per week

THE MENU

Menu

MAINS

Double Smash Burger — $9.50

Two thin beef patties, American cheese, diced onions, pickles, burger sauce on a potato bun.

Buffalo Wings — $11.00

Eight chicken wings, buffalo sauce, charred edges, blue cheese dressing, celery sticks.

Patty Melt — $10.50

Beef patty, griddled rye bread, Swiss cheese, caramelized onions, thousand island dressing.

Bacon Cheeseburger — $12.00

Beef patty, thick-cut bacon, cheddar cheese, lettuce, tomato, mayo on a sesame bun.

Crispy Chicken Sandwich — $10.00

Buttermilk fried chicken breast, shredded iceberg, pickles, mayo on a white bun.

SIDES

Crinkle Fries — $4.00

Thick-cut crinkle fries, sea salt.

Onion Rings — $5.50

Beer-battered onion rings, ranch dressing.

THE MENU, CONTINUED

10 items total

DRINKS

Chocolate Shake — $5.00

Vanilla ice cream, chocolate syrup, whole milk.

Black Coffee — $2.50

Drip coffee, served hot.

DESSERTS

Apple Pie Slice — $4.50

Cinnamon apples, flaky crust, served warm.

AVERAGE ITEM VALUE

$7.45

LAUNCH MARKETS

Launch markets

Miami

US

78/100

Hospital staff, port workers, and hospitality crews create sustained late-night demand. Cuban sandwich culture proves appetite for cross-cultural comfort food. Warm climate supports year-round delivery economics for simple, satisfying meals after midnight.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Wordmark

PHOTOGRAPHY STYLE

Street

Authentic, high-contrast, real environments.

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 staples

VIBE

Street

OCCASION

Late-night order, Weekend treat, Group sharing

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

Jose Burger

SIGNATURE _____ DATE _____