Toni Burger

Flat-top cooking, no variation

Grid cooks everything on a flat-top: thin patties pressed hard, hash browns scraped into lace, bacon rendered until the …

THE CONCEPT

Grid

"Flat-top cooking, no variation"

CUISINE FOCUS

American griddle cookery

THE STORY

Grid cooks everything on a flat-top: thin patties pressed hard, hash browns scraped into lace, bacon rendered until the fat runs clear. Each item gets a four-digit code. The wrappers are white with black type. There are no substitutions. Orders are numbered sequentially from 0001 each night. The system resets at dawn.



#000000 #2E2E2E #808080 #D3D3D3 #FFFFFF

THE AUDIENCE

Audience brief

SYNTHESIS

Toni Burger is American built for volume: crave-driven signatures with street-level swagger, made for the hours when everything else is closed.

THE MENU

Menu

MAINS

Double Smash — $15.00

Two thin beef patties, American cheese, shredded iceberg, pickle chips, raw onion, yellow mustard on a seeded bun.

Bacon Cheeseburger — $14.00

Single beef patty, two slices American cheese, four strips bacon, mayo, ketchup, white onion on a seeded bun.

Grid Stack — $17.00

Three beef patties, three slices American cheese, pickle relish, chopped white onion, mustard on a seeded bun.

Patty Melt — $15.00

Single beef patty, Swiss cheese, caramelized onions, thousand island dressing on griddled rye bread.

Breakfast Burger — $15.00

Beef patty, fried egg, American cheese, bacon, hash brown patty, ketchup on a seeded bun.

Patty Melt · Family — $28.00

Single beef patty, Swiss cheese, caramelized onions, thousand island dressing on griddled rye bread. Family size — feeds three to four.

Breakfast Burger · Family — $28.00

Beef patty, fried egg, American cheese, bacon, hash brown patty, ketchup on a seeded bun. Family size — feeds three to four.

Bacon Cheeseburger · Family — $26.00

Single beef patty, two slices American cheese, four strips bacon, mayo, ketchup, white onion on a seeded bun. Family size — feeds three to four.

Patty Melt · Solo — $11.00

Single beef patty, Swiss cheese, caramelized onions, thousand island dressing on griddled rye bread. Solo portion, sized for the lunch window.

Breakfast Burger · Solo — $11.00

Beef patty, fried egg, American cheese, bacon, hash brown patty, ketchup on a seeded bun. Solo portion, sized for the lunch window.

Bacon Cheeseburger · Solo — $10.00

Single beef patty, two slices American cheese, four strips bacon, mayo, ketchup, white onion on a seeded bun. Solo portion, sized for the lunch window.

Patty Melt Combo — $32.00

Patty Melt with Lace Hash Browns and a Fountain Coke.

Breakfast Burger Combo — $32.00

Breakfast Burger with Lace Hash Browns and a Fountain Coke.

Bacon Cheeseburger Combo — $31.00

Bacon Cheeseburger with Lace Hash Browns and a Fountain Coke.

SIDES

Lace Hash Browns — $11.00

Shredded potato pressed thin, edges crisp, salted.

THE MENU, CONTINUED

25 items total

DRINKS

Fountain Coke — $10.00

Coca-Cola, ice, straw.

Chocolate Shake — $10.00

Vanilla soft serve, chocolate syrup, whole milk, blended thick.

Fountain Coke · Large — $14.00

Coca-Cola, ice, straw. The bigger pour.

DESSERTS

Apple Pie — $10.00

Fried hand pie, apple filling, cinnamon sugar crust.

Soft Serve Cone — $10.00

Vanilla soft serve, cake cone.

Apple Pie · Box of 4 — $19.00

Fried hand pie, apple filling, cinnamon sugar crust. Four pieces, boxed to share.

AVERAGE ITEM VALUE

$17.20

LAUNCH MARKETS

Launch markets

Riyadh

Saudi Arabia

95/100

STRONG fit for American · 312 kitchens across 55 cities · engine estimate

London

United Kingdom

85/100

STRONG fit for American · 148 kitchens across 20 cities · engine estimate

New York

United States

95/100

STRONG fit for American · 420 kitchens across 5 cities · engine estimate

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Lettermark

PHOTOGRAPHY STYLE

Street

Authentic, high-contrast, real environments.

ECONOMICS

Projected performance

LAUNCH INDEX
90 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
3

MENU ITEMS
25

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

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

Toni Burger

SIGNATURE _____ DATE _____