

# FIVE GUYS®

# MEDIA FACT SHEET

## HISTORY

### 1986-2001:

Five Guys opens five locations around the DC metro-area and perfected their business of making burgers... and starts to build a cult-like following.

### 2002:

Five Guys begins to franchise in DC, Virginia & Maryland.

### 2003:

Five Guys sells out of regional franchise territory in just 18 months, brings franchising to the rest of the United States.

### 2009:

Five Guys has over 500 locations.

### 2010:

The first location in Canada opens in Alberta.

### 2012:

Five Guys reaches 1,000 locations in North America.

### 2013:

The first location outside of North America opens in London.

### 2014:

Milkshakes, the first addition since the brand's early days, launches in test markets.

### 2015:

International expansion speeds up with locations in the UAE, KSA & Ireland.

### 2016:

Five Guys has over 1,400 locations around the world, including expansion into Kuwait, France & Spain.

## THE FIVE GUYS STORY



**FIVE GUYS** has been a Washington, DC area favorite since 1986 when Jerry and Janie Murrell offered sage advice to their three teenage sons a choice: "Start a business or go to college." The business route won and the Murrell family opened a carry-out burger joint in Arlington, Virginia. Under the guidance of Jerry and Janie, the brothers served only hand-formed burgers cooked to perfection on a grill along with fresh-cut fries cooked in pure peanut oil. The little burger joint quickly developed a cult-like following. Press paid attention. Customers voted the burger "#1" in the metro area. During the 1980's and 1990's the Murrell family perfected the Five Guys process, gradually building on its simple ethos of great food and great service. Five Guys was The Place to get a fresh, juicy burger with all the toppings you could stuff between fresh-baked buns. A fourth and fifth brother were born and, as their family grew, so did their business. Four more restaurants with sit-down seating were added to accommodate the growing clientele. Early in 2003 Jerry and Janie, together with

the five "guys" began offering franchise opportunities. In just under 18 months, Five Guys Enterprises sold options for over 300 units. The overwhelming success of franchising a local restaurant made national news with articles in trade publications such as Nation's Restaurant News, Restaurant Business Magazine, and the Franchise Times. Now, more than 30 years after Five Guys first opened, there are nearly 1,400 locations throughout nine countries with planned expansion into 20 new countries over the next five years. Five Guys continues to receive positive media attention and has grown a cult-like following around the world.



## FAST FACTS

- OUR HAND-CUT FRIES ARE COOKED IN 100% PURE PEANUT OIL.
- THERE ARE NO FREEZERS, NO MICROWAVE AND NO TIMERS.
- FIVE GUYS HAS MORE THAN 1,400 LOCATIONS AROUND THE WORLD.

## AWARDS



### 2001

ZAGAT Survey Rated (for the first time)



### AUGUST, 2006

Ranked #1 Growth Chain™ (Restaurant Business Magazine)



### MARCH, 2016

UK's most popular fast-food chain (Market Force)

## SALES



System-wide sales in 2015 exceeded \$1.4 billion.

## PRESS CONTACT

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## MENU

### BURGERS

100% FRESH BEEF -- NO FILLERS OR PRESERVATIVES

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

VEGGIE SANDWICH  
CHEESE VEGGIE SANDWICH  
GRILLED CHEESE  
BLT

### FRIES

FIVE GUYS STYLE or CAJUN STYLE

LITTLE  
REGULAR  
LARGE

*Cooked in pure, no cholesterol, tasty peanut oil*

### DRINKS

REGULAR  
LARGE  
BOTTLED WATER

### SANDWICHES

### MILKSHAKES

FIVE GUYS SHAKE  
with or without Whipped Cream

### ALL MIX-INS FREE

CHOCOLATE PEANUT BUTTER COFFEE MALTED MILK  
CHERRY SALTED CARAMEL STRAWBERRY BANANA  
VANILLA OREO CREAM OREO COOKIE PIECES  
*Hold them to stay Shake*

**ALL BURGERS AND DOGS ARE AVAILABLE BUNLESS**

### ALL TOPPINGS FREE

MAYO LETTUCE PICKLES TOMATOES GRILLED ONIONS GRILLED MUSHROOMS KETCHUP MUSTARD  
RELISH ONIONS JALAPENO PEPPERS GREEN PEPPERS A1 STEAK SAUCE BAR-B-Q SAUCE HOT SAUCE  
**(EVERYTHING or ALL THE WAY receives only toppings in black)**

## HEADQUARTERS

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