



**ELLIS**

GOURMET BURGER





**NICE TO MEAT\* YOU**

**WE WELCOME  
YOUR APPETITE**

Ellis is the premium burger restaurant concept with table service, present since 2011 in about 20 locations in Belgium, the Netherlands and France, where meatlover and veggie lovers can enjoy delicious dishes.

"Ellis" refers to the place where the pioneers who left from Europe for America arrived on their crossing. That pioneering role is ingrained in our DNA: we constantly strive to innovate in all areas. A mission we would love to share with you.

This is your chance to join our brand as we embark upon an ambitious expansion plan in Western Europe. We are greatly looking forward to exploring this exciting opportunity with you in greater detail.

Feeling hungry yet? We'll hook you up!

**\* PLANT-BASED / INCLUDED**



# ELLIS IN A NUTSHELL

Ellis has had over 10 years' experience in the fast food restaurant industry  
With our welcoming vibe and hybrid, innovative comfort food we keep reinventing ourselves





About 20 restaurants at attractive, premium locations in cities with affluent residents



In vibrant cities in three Western European countries

3



5\*

#### Attractive locations

- ▶ Outstanding visibility
- ▶ Large terraces
- ▶ Welcoming interior
- ▶ Many passers-by
- ▶ Building with charm

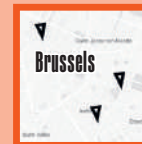


Different location types, more options under development

3+

2x3

Two Belgian cities have three Ellis restaurants each





“WE ARE PASSIONATE  
ABOUT BUILDING BRANDS  
THAT MAKE A DIFFERENCE  
TO PEOPLE’S LIVES”



# THE BIGGER PICTURE

Ellis is part of Top Brands, a Belgian restaurant group, known for its portfolio of strong brands. It holds the master franchise for Pizza Hut and Boulangerie Paul and also owns trendy concepts Wasbar and Ellis

**95%**

FRANCHISE SUCCESS RATE

**4**

POWER BRANDS IN PORTFOLIO

**2**

BOTH (MASTER) FRANCHISEE AND FRANCHISOR

**122**

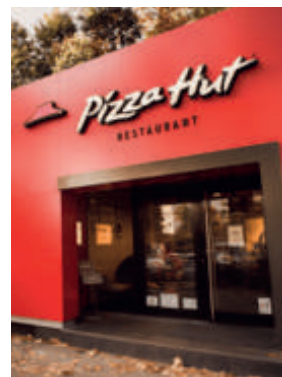
SYSTEM-WIDE SALES (IN €M PRE-COVID)

**2000+**

EMPLOYEES POST-COVID

**160+**

RESTAURANT UNITS, 65 OF WHICH ARE FRANCHISEES



# THE BRAND

Nurture body and soul with high-quality, contemporary meat- and plant-based comfort food in an open and candid atmosphere

**NURTURING**

**PREMIUM**

**PIONEER**

**CREATIVE**

**INCLUSIVE**













# THE BRAND

We are continuously improving our brand and interior design



ellis



2011

2019

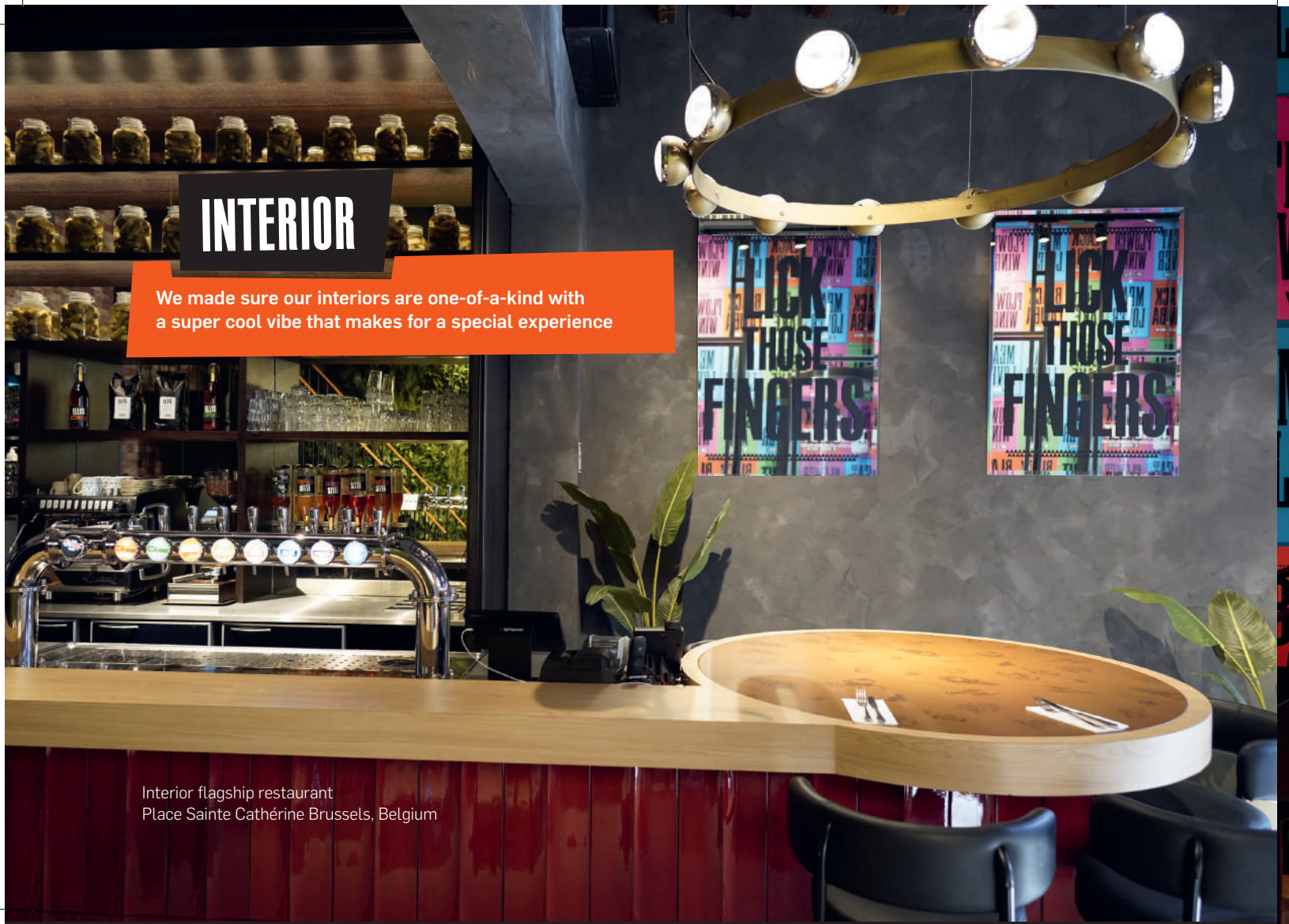
2021



# INTERIOR

We made sure our interiors are one-of-a-kind with a super cool vibe that makes for a special experience

Interior flagship restaurant  
Place Sainte Cathérine Brussels, Belgium







Interior flagship restaurant, Place Sainte Cathérine Brussels, Belgium





# PRODUCT

We're not just another burger brand:  
we develop our signature dishes in-house





# PRODUCT

Patties and plants: a match made in heaven



CLASSIC BURGER

BEYOND BURGER



CRUSTY FLAKED  
CHICKEN

STICKY FLOWER  
WINGS



STEAK TARTARE

BEET TARTARE



SIZZLING  
STEW

SIZZLING  
CASSEROLE

# PRODUCT

An answer to every appetite – come as you are !





# REASONS TO BELIEVE

Michael Gael, our first franchisee and owner of Ellis Parly 2, who wants to open multiple Ellis restaurants



Stef Meulemans, CEO of Top Brands, and Michael Gael, franchisee and owner of Ellis Parly 2, Le Chesnay - France

Michael first heard about Ellis' franchise opportunities when he was running Ellis Parly2 as a restaurant manager. Having worked for Ellis over four years in different roles, he was ready for a new challenge and felt confident this was the next step in his career. Michael has owned his restaurant in Paris, France since September 2020.

"I have been excited by hospitality for years and in my heart, I always knew that I wanted to control my own destiny, build my own business and create something of value. Having Ellis as a solid brand and concept behind me made the decision easy, not only thanks to its extensive product range and its operational processes but also because they provided a safety net for any hesitations.

Obviously, it's a business model that works. There's a track record: Ellis has been a successful business for years.

That became quite evident, also during the COVID-19 pandemic. Indeed, those have been tough times, but revenue remained solid and customers kept on ordering our delicious comfort food. In like manner, I feel a strong commitment from the corporate team to the success of their franchisees and it shows in the level of support they provide to my business.

**"ELLIS IS A PROVEN, SUCCESSFUL AND FULFILLING OPPORTUNITY"**

When you love what you do and have a passion for it, as I do, it doesn't seem like work. I have grown tremendously as a business owner and as a person. When everything is going back to normal, I see myself opening multiple Ellis restaurants in the future."

Progress, happiness and success: Ellis in the press

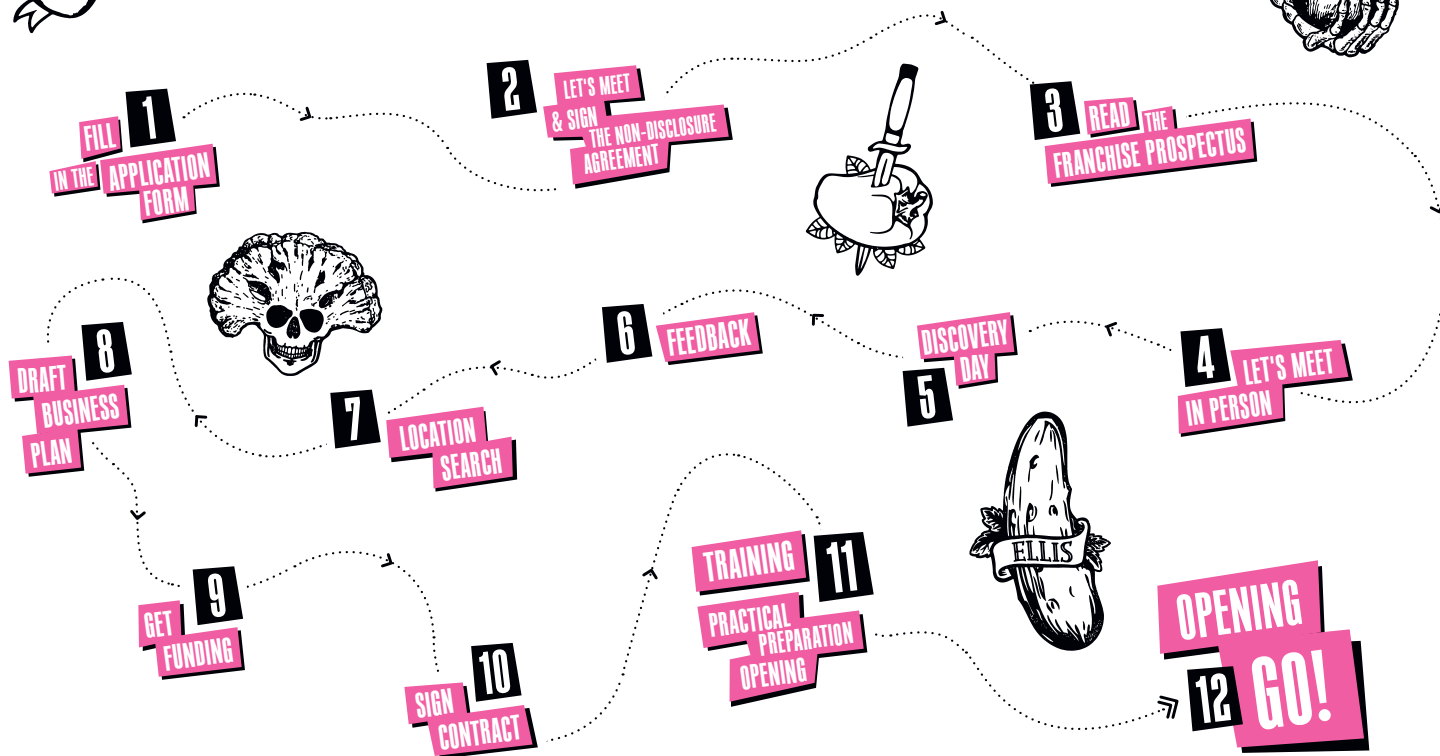








# HOW TO BECOME OUR PARTNER





# FOOD FOR THOUGHT ?

## CONTACT

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ELLISBELGIUM  
ELLISNETHERLANDS  
ELLISFRANCE\_



SCAN &  
FIND OUT  
MORE





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COME

AS

YOU

ARE

ELLIS