

STACKS
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A Franchise Opportunity That Stacks Up



[ROYALSTACKS.COM.AU/FRANCHISE](https://royalstacks.com.au/franchise)

INTRODUCTION

Meet the Brand

Royal Stacks isn't just another burger joint—it's where our guests come to eat like royals. Since opening our first restaurant on Collins Street in Melbourne's CBD in 2016, we've built a reputation for serving top-tier ingredients, unique flavours and an atmosphere that blends nostalgia with fresh energy.



DANI ZEINI
— FOUNDER, ROYAL STACKS

Australian-owned and operated, Royal Stacks is a cultural icon in Melbourne, known for creating an unforgettable experience where great food meets great times. Inspired by American burger culture but refined with an unmistakable Stacks twist, our menu delivers bold, mouth-watering flavours in a comfortable fast-casual setting.

What started as one man's quest for the ultimate burger has turned into a nationally recognised brand with a cult following. Founder and hospitality veteran Dani Zeini was inspired by a game-changing burger

he tried while traveling the US—so much so that he spent the next 34 days tasting over 30 more. That passion led to the creation of Royal Stacks, built on the belief that great food brings people together. Every Royal Stacks restaurant carries that same spirit of innovation and individuality, blending pop culture, street royalty and high-quality food into something truly special.

With a hunger to expand, we're now looking for passionate Franchise Partners to help grow the kingdom.





WHAT SETS US APART

Our Food and Brand Reigns Supreme

Royal Stacks is proud to serve a menu that champions fresh, high-quality ingredients, starting with our signature beef mince that's 100% Australian, pasture-fed and free from GMOs, antibiotics and added hormones. Our buns, baked daily by a trusted local bakery with over 40 years of expertise, are the perfect complement to our premium burgers, while our menu also boasts creative sides and indulgent shakes that keep customers coming back for more.

What sets Royal Stacks apart is our unique fusion of exceptional food and pop culture flair. From vibrant restaurant interiors to seasonal specials inspired by global trends, we've cultivated a loyal following and established ourselves as a Melburnian icon in the burger scene. Our passion for quality and creativity makes us a standout brand in the fast-casual dining space.



STACK 'EM UP



**Double
Stack**





ROYAL MILK SHAKES



MORE THAN JUST BURGERS

A Media Magnet That Makes Headlines

ROYAL STACKS

CONFIDENTIAL EDITED BY DAN STOCK

THE BEST NEW BURGERS



1 ROYAL STACKS

Adding yet another sibling to his ever-growing burger crew, Dan Zani's Royal Stacks is doing old-school US fast-food burgers with new-wave class. A man who knows what he likes in a burger, this is a broche-free zone, with fluffy white toasted buns holding 'em to the last bite of the pink patty within. From the elegant truffle mayo Miss Elizabeth through the two-handed mac and cheese croquette-stuffed The King, burgers are fast and fab.



2 BURGER THEORY

They're the boys who brought new-wave meat-in-bun joy to Adelaide with their Burger Theory, now Rob Deven and Dan Menesesohn are doing the same at the old Duke of Kent Hotel. The meat grinder in the window shows the seriousness with which they patty, and



8 T CITY

Bringing its cult burgers and shakes to the end of last year, Foodscry's 8 T City is no less queue-worthy for making the most of its location. The Double Dragon never fails to deliver, its double beef, cheese and bacon a winning combo, especially when teamed with its strawberry cheesecake shake.



4 UP IN SMOKE

OK, so it's not technically a burger, but this is some smokin' hot meal nonetheless. The signature Up sandwich from this new bistro Foodscry (that's also the hero of the film's Shogun McCallum) is a pile burnt brisket that sits on a soft American croissant. A chili episode adds crunch while a squirt of ketchup adds heat.

28 Hopkins St, Footscray



Why top chefs are making a play at stadium restaurants

Guy Grossi is taking over the MCG, Chin Chin is popping up at Geelong's GMHBA Stadium and Marvel Stadium is upping its food game—so what's the obsession with stadium restaurants?

FOOD

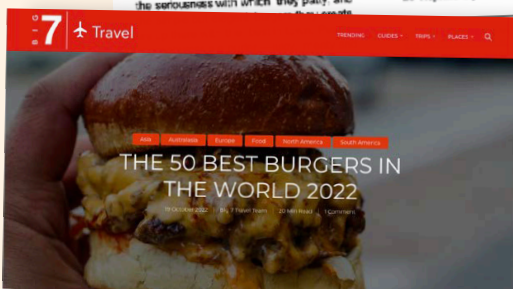
FOOD & DRINK NIGHTLIFE FASHION

DATE: 10 AUGUST 2018



Top burger joint in North Melbourne revealed

A fast-growing Melbourne favourite has been voted the best burger in the CBD and the city's north.



THE 50 BEST BURGERS IN THE WORLD 2022

1. Royal Stacks – Melbourne, Australia

This cult-classic burger joint is no stranger to our burger roundups, but this is the first time it's nabbed first place. What's saving the vote? A funny new location at the Emporium. Chose from 13 delicious patties loaded up with ooey-gooey cheese and served alongside potato in almost every form, from french fries to cheesy potato gems. It's as good as it sounds.



AS SEEN ON TV

Melbourne's Answer to Shake Shack

BY KIMMY WEBSTER, 19th January 2018

We don't really need another burger joint. But need and want are two different things.

Despite what David Chang might think, the strength of Melbourne's burger scene is testament to how well we do them. Just look at Foodscry and Sord's glorious, heart-stopping Double Petty Smalls. That's the strength of Melbourne's burger scene (for the traditionalists) the Answer burger with the hot, thick slice of the expansion of Foodscry's eat, which recently opened a second store in the CBD, and at the Kingsbury, which now has a whopping five stores, the latest at the Kingsbury.

SEARCHING FOR THE STRONGEST BURGER JOINTS IN MELBOURNE'S FOOD & DRINK SCENARIOS

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News, Finance, Sport, TV, Celebrity, Politics & Beyond, Homes, Diet & Fitness, Business

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Why Choose Royal Stacks?

FCA 
Franchise Council of Australia

As a Royal Stacks Franchise Partner, you'll be part of a growing brand with serious momentum—one that combines quality, culture and community to deliver a burger experience like no other. We don't just hand you a business; we support you every step of the way, ensuring you have the tools and knowledge to build something truly special in your local kingdom.



How We Support You

As an established franchised business, the benefits of joining Royal Stacks include:



SITE SELECTION

At Royal Stacks, we support you every step of the way in finding the right location for your restaurant. Our team conducts in-depth site analysis, considering factors like foot traffic, accessibility and local demand to identify high-potential opportunities. We also guide you through lease negotiations, leveraging our industry expertise to secure favourable terms that set your business up for success. Whether it's a new or existing site, we work closely with you to ensure the best possible fit for both you and the brand.



MARKETING

Our national promotional calendar drives sales through menu innovations, key events and strategic campaigns. Beyond national marketing, we provide guidance on your local area marketing, helping you connect with your community, boost awareness and grow sales. Plus, with a loyal social media following of over 70,000 fans and a strong focus on strategic partnerships, collaborations for major events and exposure from flagship locations like the MCG, we continue to expand our brand presence which translates to more customers in your restaurant.



TRAINING & DEVELOPMENT

At Royal Stacks, we set you up for success with comprehensive training covering every aspect of running your restaurant. Our structured guides ensure you master every menu item, from perfecting our signature burgers to crafting shakes and sides with consistency. You'll also receive hands-on training on our point-of-sale system, so you can manage orders, sales and operations with ease. After launch you will continue to receive ongoing support to ensure you have the skills and confidence to run a thriving Royal Stacks restaurant.





PASSION, HUSTLE & BURGERS:

The Traits of a Winning Franchise Partner



Have you got what it takes to reign supreme as a Royal Stacks Franchise Partner? This is who we are looking for:

- ✓ Positive, outgoing leaders who can engage with customers, build strong teams and drive local marketing opportunities.
- ✓ A friendly personality and the ability to connect with people of all ages.
- ✓ Leadership skills and financial acumen to run a successful business.
- ✓ QSR or hospitality experience is a plus, but not essential.

What matters most is your energy, passion and commitment to delivering the royal treatment every day!

Hear From Our Franchise Partners

At Royal Stacks, we're more than just burgers—we're a family of passionate, driven individuals who love what we do and take pride in delivering an exceptional experience to our customers. But don't just take our word for it—hear directly from our Franchise Partners about their journey with Royal Stacks.

Diana, BRUNSWICK & DONCASTER

"With prior experience in the food service industry, I knew what I was looking for in a food franchise, and Royal Stacks ticked all the boxes. The brand's innovative menu, bold identity and commitment to quality made it a great fit for me. I've also been really happy with the level of support provided by the Support Office team. From helping me establish my first restaurant to guiding me through the process of opening a second one, their expertise and hands-on approach have contributed to my success.

"Running two locations can be challenging, but Royal Stacks has built a system that makes it manageable and rewarding.

The training programs and tools are designed not just for first-time operators but also for those like me who are looking to expand and refine their business portfolio. The collaboration with Support Office ensures I'm always ahead of the curve, from local area marketing initiatives to operational efficiencies. With Royal Stacks, I've been able to grow a thriving business while still focusing on delivering an amazing experience to every customer."

Arthur, BOURKE STREET, MELBOURNE CBD

"What stands out to me most is the genuine people behind the brand. Investing in the brand's vision and passion for quality, fresh produce and creating an exceptional customer experience is truly inspiring.

"The product speaks for itself—delicious, consistent and made with love, which has made Royal Stacks such a rewarding brand to be a part of. The support from the team has also been incredible, and their commitment to ensuring our success is unparalleled. It's been a great fit with my lifestyle and I'm excited about the growth potential as we continue to scale. The best part is that this is only the start of the journey."



8 Steps to Opening a Royal Stacks Franchise



1. ENQUIRY

Make your franchise enquiry online.

2. MEETING

Our Franchise Recruitment Team will contact you for an initial meeting.

3. INTRODUCTION TO THE ROYAL FAMILY

Meet other Franchise Partners in our restaurants.

4. APPLICATION

Complete our franchise application forms including non-disclosure agreement.

5. BUSINESS PLAN

Prepare a business plan to provide you with the best path to success.

6. SITE SELECTION

Work with our Development Team to find the best site to open your Royal Stacks restaurant.

7. ATTEND ROYAL STACKS TRAINING

Complete your Royal Stacks training and onboarding.

8. OPEN YOUR RESTAURANT

Claim your crown! Your very own Royal Stacks restaurant awaits.

STACKS STACKS STACKS



**YOUR ROYAL
JOURNEY
BEGINS HERE.
ENQUIRE NOW!**

**FRANCHISING@ROYALSTACKS.COM.AU
ROYALSTACKS.COM.AU/FRANCHISE
P: 03 9860 0807**



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@ROYALSTACKS_AU**