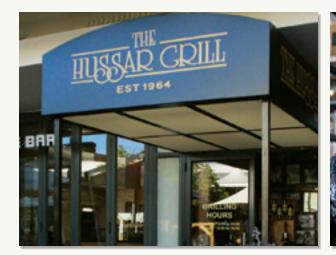


## 1) INTRODUCTION ~ Premier Grill Room













The original Hussar Grill in Rondebosch first opened its legendary doors in 1964 and today, after 60 years of excellence, still stands proudly as the benchmark against which all subsequently opened Hussar Grills are measured.

We take pleasure in mentioning a further 14 grill rooms in the Western Cape, 7 in Gauteng, 2 in KwaZulu-Natal and 1 each in the Eastern and Northern Cape. All have become firm favourites within the communities and neighbourhoods that they serve.

We go to great lengths to maintain our outstanding reputation by ensuring we purchase the finest quality produce. Our butchers and game farmers exclusively source South African Class-A grain-fed beef and venison for our South African menu.

We personally attend to the maturation of all beef which is hung on the carcass for up to seven days, before being wet-aged in our cold rooms for varying periods of no less than 28 days.

Our award-winning wine selection ensures there is a superb varietal to perfectly complement all our delicious meals, and you are always welcome to bring your own wine at no corkage fee.



The Hussar Grill forms part of the Spur Corporation, a growing multi-brand restaurant franchisor, founded in 1967, and listed on the South African JSE since 1986.





#### Our brands include:

- Spur Steak Ranches Panarottis
- John Dory's The Hussar Grill
  - RocoMamas Casa Bella
- Nikos Coalgrill Greek Doppio Zero
  - Piza ē Vino Modern Tailors

The Group has an international footprint of over 708 outlets worldwide, which has a diversified market exposure through a variety of brands that expand the Group's reach to a range of appetites, in terms of menu and value.

The Group's franchisees have the benefit of 57 years' experience to back them with ongoing support, expertise and training from Spur Corporation.











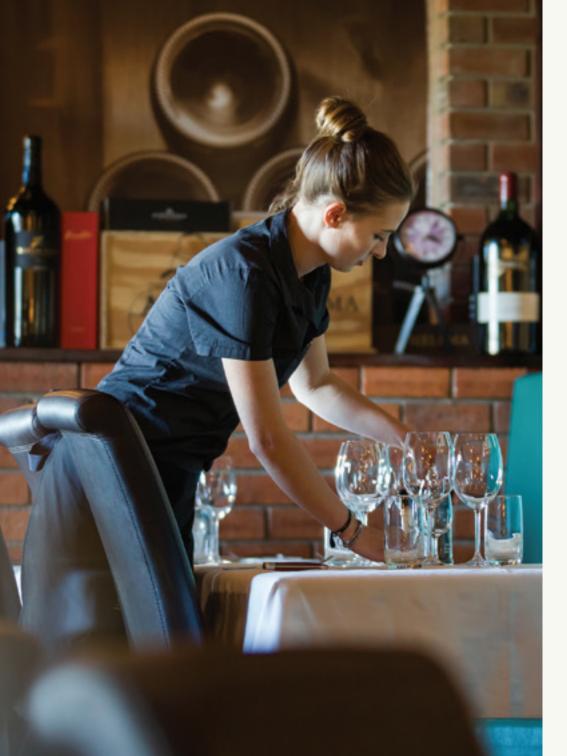












## 3) THE HUSSAR GRILL ~ Our Brand Pillars

Brand pillars are the foundation of what a brand is built on, and The Hussar Grill brand lives by these 3 truths every day, embracing them on every touchpoint - culturally, emotionally and physically. It defines who we are as a brand, and what our essence is.

### 1. QUALITY

#### Perfectly aged beef

Our cornerstone and the reason guests frequent us.



#### Award-winning

Our focus on quality extends right through all aspects of the brand, and our reputation for it goes far beyond the food we serve – it's in everything we do. From sourcing the freshest and finest quality produce to the way we set our tables and serve our food – it's the passion and love for these details that maintains our multiple award-winning reputation, which has been recognised on various platforms. We continue striving to win these awards and to retain award-winning status, this is reinforced through our marketing.

### 2. HUMANISATION

This is the connectivity between our brand, guests and staff. We showcase our staff in our restaurant décor and across various media platforms, while also ensuring the quality of our service, and personalisation from our excellent service ambassadors. Ladies and gentlemen, serving ladies and gentlemen.

#### 3. TRADITION

#### Always give value, never discount

The Hussar Grill does not discount but we believe in adding value to the dining experience, such as the complimentary potato crisps and marinated olives on arrival. Our complimentary Chocolate Vodka Martini is a firm favourite!

#### Tradition & Heritage

Established in 1964 and being one of the oldest grill rooms in the country, is a massive strength and core characteristic of our brand - reinforced in all collateral and is featured in our logo. This brand prides itself on the milestone of being over 60 years old - it showcases the integral quality we have maintained throughout the years.

#### No corkage ever!

A great tradition that has become synonymous with the brand.

## Quality Statement

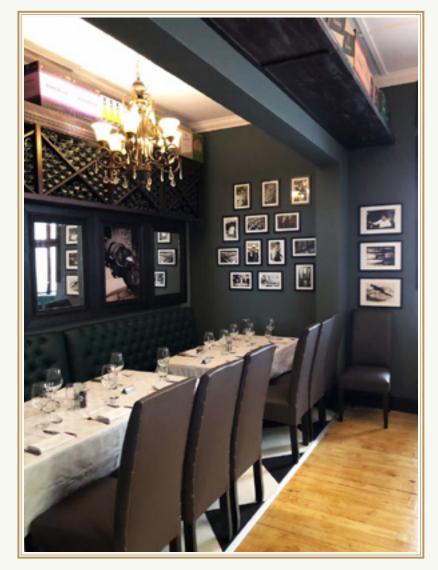
The entire Hussar Grill experience is steeped in quality. The outstanding quality food is just the beginning.

The Hussar Grill has earned the respect of meat-lovers all over the country. In addition to our premium beef and game cuts, we offer a selection of poultry, seafood and salads, vegetarian dishes, plus an assortment of desserts and quality bean to cup Arabica coffee.





## 5) THE HUSSAR GRILL ~ Our Grill Rooms









Our grill rooms are a place where friends and family can gather to enjoy an authentic grill room dining experience with gourmet food, exceptional service and comfortably refined ambiénce. With a touch of old-worldly charm, our interiors are filled with character, complete with antique clocks, classic literature-filled bookshelves, wood finishes and leather upholstery. Blackboards showcase the chef's specialities, while adding to the artisanal style of the restaurant's appeal. In winter, customers can cosy up to the roaring fireplace, before retiring at the bar with a cognac or glass of red wine.

































## 6) THE HUSSAR GRILL ~ Our Menu: Starters

















## 7) THE HUSSAR GRILL ~ Our People, Our Brand



Our people are our greatest asset and a brand pillar proving our ability to provide superb service to our guests. We encourage and motivate our staff to develop to their full potential, as it is through their dedication, passion and commitment that The Hussar Grill has garnered an award-winning reputation and loyal following over the years. Our team is comprised of only the best in the industry – people who take extreme pride in their work and maintain extremely high service levels. Our chefs are trained in-house and are selected for their attention to detail, experience, passion and talent in their field. We believe in connecting and building relationships with our patrons to ensure they enjoy a consistent level of service at The Hussar Grill.





#### **WESTERN CAPE**

- Camps Bay
- Paarl
- Century City
- Rondebosch
- Durbanville
- Somerset West
- Franschhoek
- Steenberg
- George
- $\bullet \ Stellenbosch$
- GrandWest
- Willowbridge
- Hermanus
- Worcester
- Mouille Point
- Mounte Point

### **GAUTENG**

- Blueberry
- Midrand Waterfall
- Harvest Place
- Montecasino
- Morningside
- New Market
- Silverstar Casino

#### **KWAZULU-NATAL**

- Kloof
- Umhlanga

### **EASTERN CAPE**

Gqeberha

## NORTHERN CAPE

Kimberley

#### MARKETING SUPPORT

The Hussar Grill provides full ongoing marketing guidance and support. Our dedicated team of Brand Managers, Designers and Copywriters assist with all Through-The-Line digital elements to Below-The-Line advertising.

The team draws expertise from Spur Corporation and assists with group media buying power and best international operating practice and provides ongoing local franchisee and marketing support.





#### MENU DESIGN AND DEVELOPMENT





#### 3RD PARTY SUPPLIER PROMOS & COMPETITIONS

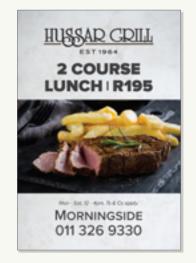




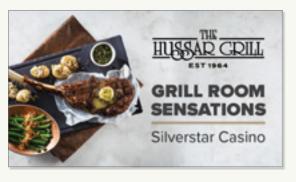
#### WINTER PROMO



#### STREETPOLE ADS



#### BILLBOARDS

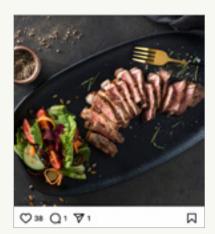


## 10) THE HUSSAR GRILL ~ Engaging with Our Guests

The Hussar Grill patron is of a discerning taste and from a higher income bracket, who enjoys understated marketing. We are active on various social media and digital platforms, while always maintaining a more reserved presence. We engage with foodie customers locally and internationally, with TripAdvisor gaining us an international following, plus Google listing our various Grill Rooms and restaurant reviews.

We are reviewed, rated and featured on many local platforms including Eat Out; Zomato; Dining-Out; Dineplan; Wining and Dining and Restaurants.co.za. We also partner with like-minded nano-influencers, who are well connected in their particular industries, and respected in the food and wine community.

## Facebook f and Instagram @ Posts



















#hussargrill @thehussargrill



#### 12) THE HUSSAR GRILL ~ Sustainability

The Hussar Grill is committed to sustainable business practice through our Eco Pledge sustainability programme. And in collaboration with Spur Corporation working together for the greater good, we make a concerted effort to ensure our Environmental Sustainability Policy is a living reality in our restaurants, with specific attention to waste management initiatives, energy reductions and sustainable water management.

#### **ENVIRONMENT**

All Hussar Grill restaurants support the #RefuseTheStraw movement and only serve straws on request. Straws are one of the leading causes of pollution in our oceans, and this movement sees us reduce the amount of single-use plastic in our grill rooms. We also use paper bags instead of plastic and are striving towards 100% of our takeaway packaging being made from renewable resources. Our cotton napkins in the restaurants have been replaced with paper napkins to limit the amount of water used for laundry services.

All the produce used in our restaurants is locally sourced from our network of suppliers built up over the years. Each region has its own supply chain, ensuring the best quality for our customers while safeguarding the future of our planet. Our fish is procured from sustainable sources, and we do not sell any species on the SASSI red list or from fisheries not in a fish improvement project.

#### **COMMUNITY INITIATIVES**

In the Western Cape, The Hussar Grill has been sponsoring SACS High School since 2017. Our branding is associated with the school's 1st team rugby side and features on various elements on the school grounds.

All Hussar Grill restaurants recently listed a new wine collection called HER. Made from sustainably farmed grape varieties, HER is the first branded wine from Adama Wines, an all-women collaborative hailing from Wellington in the Cape Winelands.













Average restaurant size:	380 to 420 square metres
Set-up cost:	R 6 460 000.00 to R 7 140 000.00 (excluding Vat) Site dependent
Unencumbered funds:	50% of total investment
Mandate:	Must be Owner-operator run (Minimum of 20% shares for the owner-operator)
Average turnover:	R1.25 million per month
Total cost of occupancy:	7%
Average spend per head:	R330
Trading density average:	R34 000 - R48 000
Average seats per restaurant:	120 - 140

Budgeted costs/forecasts set out above do not amount to a warranty, assumption of any liability or guarantee by Spur Group (Pty) Ltd, whether expressed or implied, as to the suitability of location, turnover, profits, success or otherwise of the restaurant.





# Thank you!

## JUSTIN FORTUNE ~ Chief Operating Officer

14 Edison Way, Century Gate Business Park, Century City 7441, Cape Town, South Africa

**Postal Address:** Box 166, Century City, 7446, Cape Town, South Africa

**Tel:** 021 555 5100 | **Cell:** 082 499 2625 **Email:** justinf@hussargrill.co.za

#### ERVINE KEKANA ~ New Business Head

Cell: 084 655 1818 Email: ervinek@spurcorp.com

## PIERRE ERASMUS ~ Group Development Head

**Tel:** 011 287 5300 | **Cell:** 084 500 7086 **Email:** pierree@spur.co.za

Follow us @TheHussarGrill f @ www.hussargrill.co.za