



INFORMATION GUIDE

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Spur Steak Ranches was founded in 1967 by Allen Ambor, who opened the first Golden Spur in Newlands, Cape Town. From the very beginning, it was a place where everyone was welcome, setting the tone for a proudly South African brand built on inclusivity and family values.

Spur was also the first to introduce in-restaurant play areas for children, creating a truly family-friendly dining experience. Over the decades, we’ve become known as the home of the legendary Cheddameilt Steak, and our unmistakable Durky and Pink Sauces – firm favourites that keep generations coming back.

The magic of the Spur experience lies in how we turn the familiar comfort of home into an exciting adventure. We’ve become a beloved part of South African culture—while proudly expanding our footprint across the globe.

Since day one, our recipe for success has stayed the same: a relaxed, family-friendly environment, generous portions of great-tasting food, and a hearty helping of quality.

Spur is more than a restaurant – it’s where memories are made.



NEW LOOK RESTAURANTS

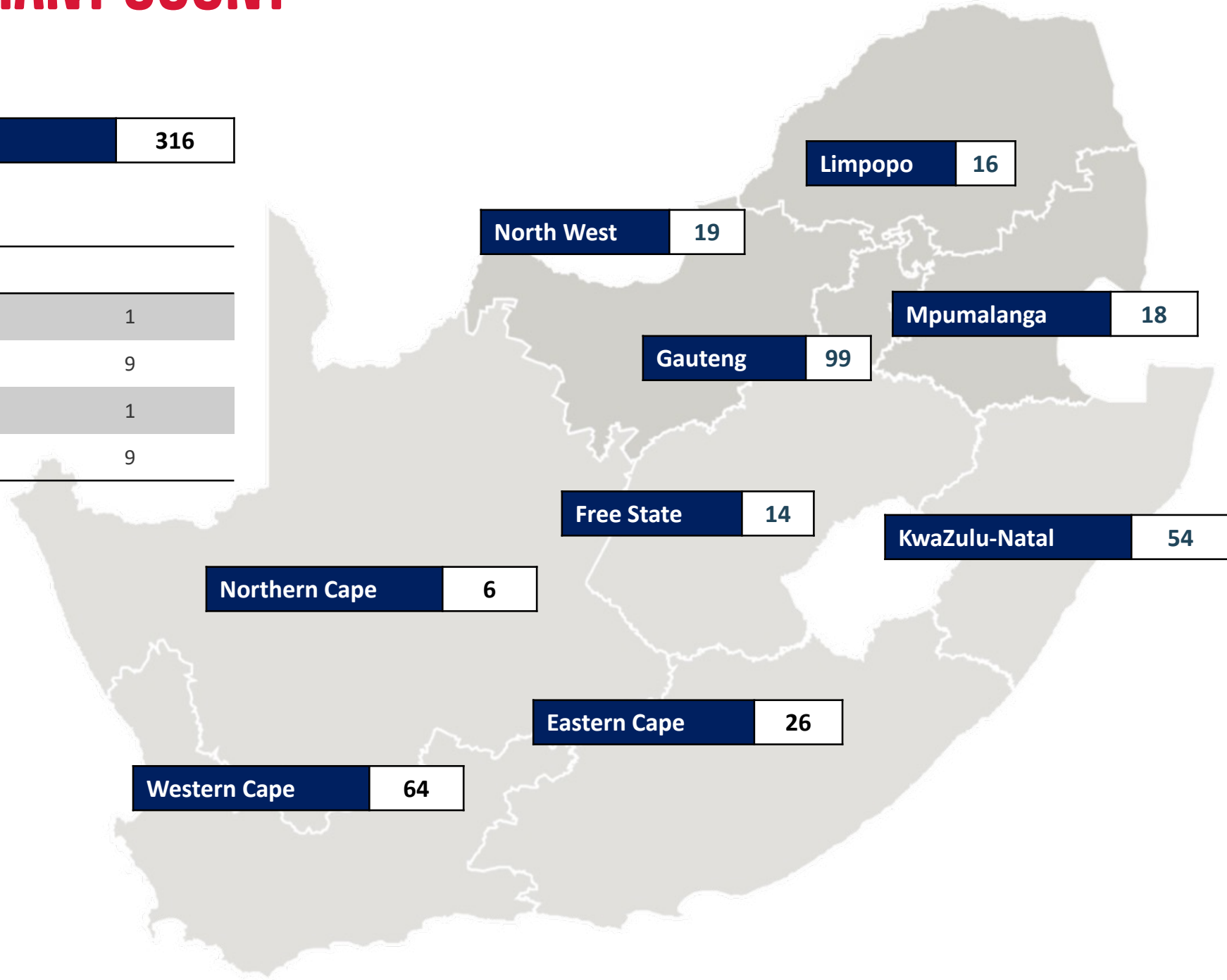
As part of our refreshed brand identity, our restaurants now feature updated décor, comfortable booth seating, and dedicated adult-focused areas for more private occasions. We've also enhanced our play areas to create an even more enjoyable experiences for our younger guests.



SPUR RESTAURANT COUNT

Existing: F25 316

Halaal 20	
Eastern Cape	1
Inland	9
KwaZulu-Natal	1
Western Cape	9



SPUR FINANCIAL OVERVIEW

SET-UP COST	+/- R7.5 MILLION
UNENCUMBERED FUNDS	60%
MANDATE	MUST BE OWNER-OPERATOR RUN (minimum of 10% shares for owner-operator)
AVERAGE TURNOVER	R1 770 000.00
AVERAGE SPEND PER HEAD	R181.00
TRADING DENSITY AVERAGE	R40 934
AVERAGE SEATS PER RESTAURANT	245
AVERAGE RESTAURANT SIZE	450m²
AVERAGE % NET PROFIT	14%

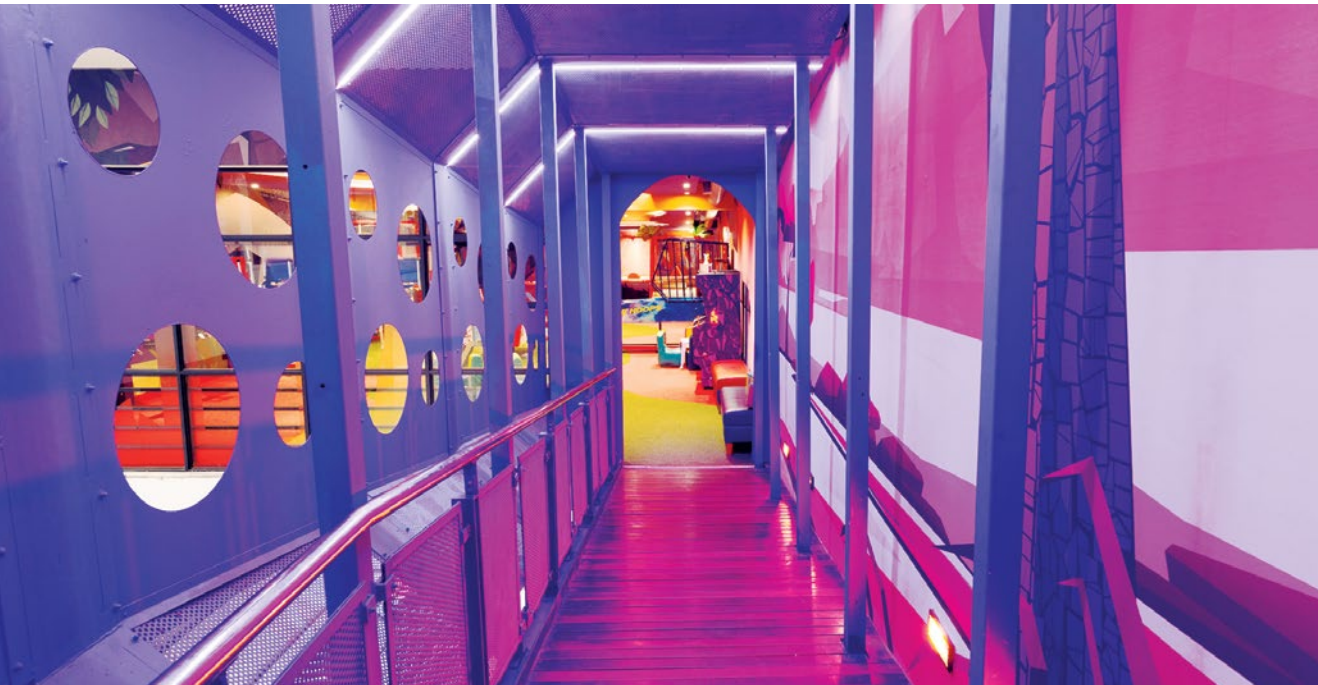
THE SPUR EXPERIENCE

The Spur experience resonates in everything we do. From welcoming kids, to celebrating birthdays, our customers are treated like family.



NEW KIDS' THEMED PLAY AREAS

Create fantasy and wonder for our young customers in our exciting new play areas. We have six themes - Space, Treasure Mountain, Tropical Island, Savannah, Enchanted Forest and Sky World.



THE SPUR HISTORY WALL

Spur restaurant owners make each space their own—personalising the experience with memories, photos, and mementos. Customers, in turn, love reconnecting with the nostalgic moments that make Spur feel like home.



SPUR CORP. GFR OUR ECO JOURNEY

We're committed to building a more sustainable future through the Spur Eco Journey. Our franchisees are recognised through Spur Corporation's Green Feather Rewards to acknowledge their work and efforts in reducing environmental impact. Together, we strive to bring our "Greater Good Journey" to life, guided by the principle of People, Planet, and Prosperity for our brands and the communities in which we trade.

- OUR KEY FOCUS AREAS INCLUDE:**
- Energy saving • Water conservation
 - Waste reduction • Community upliftment

With support from the Spur Eco Team, we track progress through Green Operational Reports, helping us innovate and reduce our impact.



WINNERS OF THE 2024 GREEN FEATHER REWARDS:
First Place - Birchwood Spur

SIGN UP & YOU COULD WIN 1 OF 3 CARS!
Download the app to earn rewards & much, much more.

SPUR STEAK RANCHES

JOIN THE FAMILY

Already joined

Jimny

Ts & Cs apply.



SPUR FAMILY CLUB

The Spur Family Club, available on the Spur App, is our way of rewarding loyal guests while driving repeat visits and deeper brand engagement.

WHERE MOUTH-WATERING MEALS MEET EXCLUSIVE REWARDS & OFFERS

- Browse the menus, order via Click & Collect
- Earn points towards Spur vouchers
- Receive birthday rewards
- Exclusive App-only specials
- Buy and share eGift vouchers
- Enter Spur competitions quickly and easily
- Find your nearest Spur restaurant
- Be the first to hear the latest Spur news



A SPUR FOUNDATION INITIATIVE -
SPREADING THE LOVE
WHERE IT'S NEEDED MOST

We acknowledge our franchisees' commitment for the R1 contribution for every Spur Kids' Burger sold to our **Spur Full Tummy Fund**, which supports nutritional programmes at under-resourced daycare centres across South Africa.

NEARLY 1 000 000 MEALS

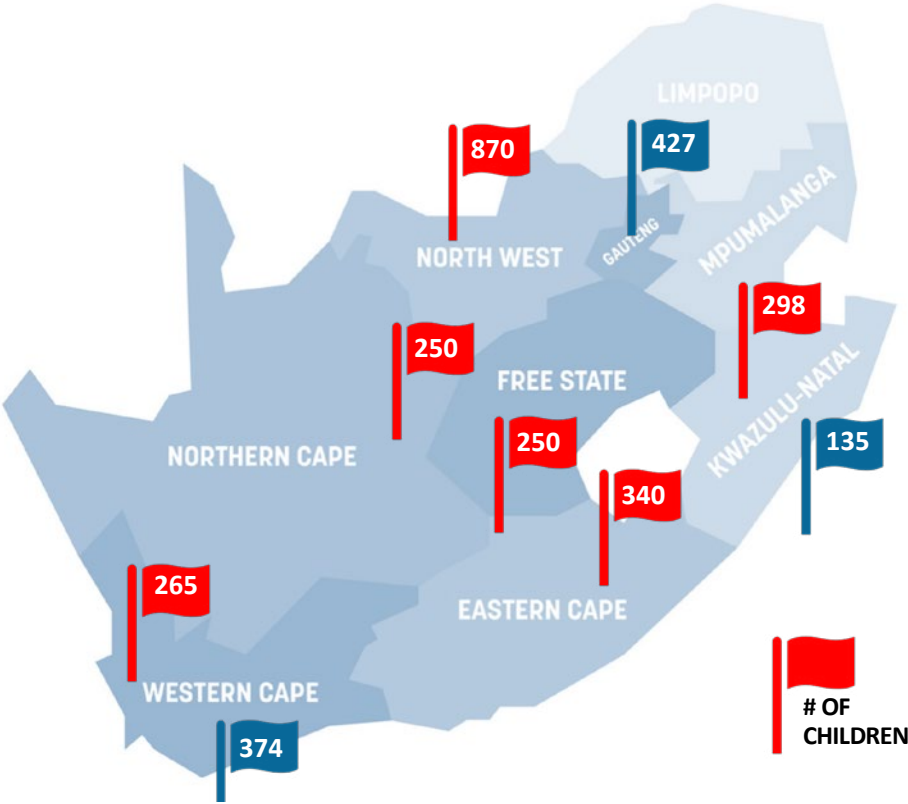
We are excited to share that the Spur Full Tummy Fund has increased the number of children supported through **ForAfrika** and **The Lunchbox Fund**, and expanded its support to TWO new provinces, the Free State and Northern Cape.

We're committed to growing the number of nutritious meals we provide each year—nourishing young minds and helping build a brighter future, one plate at a time.

3 217 CHILDREN FED EVERY SCHOOL DAY: 917 000 MEALS ANNUALLY

340 children Eastern Cape, Motherwell	250 children Northern Cape, Warrenton
265 children Western Cape, Atlantis	250 children Free State
298 children KwaZulu-Natal, Folweni	945 children Funded by 2024 World Hunger Day campaign
870 children North West, Mafikeng	Meals contributed to Western Cape, KwaZulu-Natal & Gauteng

NEARLY
1 MILLION
MEALS





SPUR BIRTHDAYS

Nobody does birthdays like Spur. Our kids' parties are a strong drawcard for families, offering a hassle-free, value-packed experience that encourages group bookings and repeat visits.

EVERY SPUR PARTY INCLUDES:

- Set-up and cleaning
- Free gift for the birthday girl or boy
- Free party décor
- Free play area
- Kids' safety and security

SPUR BIRTHDAY SONG:

Listen to our legendary Spur Birthday song on YouTube:
<https://www.youtube.com/watch?v=5KjTGGqUceo>

R8 DEVELOPMENT - LOCATION FORMATS

3	AIRPORT	12	CASINO	7	C B D	49	FREE STANDER
33	COMMUNITY (12 000m ² - 24 000m ²)	8	FORECOURT	9	HIGHWAY	5	HOTEL
30	LOCAL CONVENIENCE (500m ² - 4 999m ²)	41	NEIGHBOURHOOD	45	REGIONAL MALL (50 000m ² - 99 000m ²)	5	RESORT
		44	SMALL REGIONAL MALL (25 000m ² - 49 000m ²)	23	SUPER REGIONAL MALL (100 000m ²)		

SPUR TRADING FORMATS

Standard Spur	
400m ² – 440m ²	Internal including kids' area
80m ²	External kids' area
Set-up Cost (ex VAT)	R7 240 000 – R7 964 000

Smaller Spur	
340m ² – 380m ²	Internal including kids' area
60m ²	External kids' area
Set-up Cost (ex VAT)	R6 154 000 – R6 878 000

Small format Spur (to be built in small towns)	
280m ² – 320m ²	Internal including kids' area
Set-up Cost (ex VAT)	R5 068 000 – R5 792 000

Spur (built in regional malls)	
520m ² – 560m ²	Internal including kids' area
Set-up Cost (ex VAT)	R9 412 000 – R10 136 000

Free-standing Spur (on franchisee-owned land)	
4500m ²	Land size
440m ² – 480m ²	Internal including kids' area
100m ²	External kids' area
20m ²	Yard area
100	Parking bays
Set-up Cost (ex VAT)	R11 964 000 – R13 051 200

Coffee Kiosk	
6m ² – 12m ²	Free-standing unit
Set-up Cost (ex VAT)	R140 000 – R200 000

Standalone Drive Thru	
200m ² – 240m ²	Internal
20m ²	External seating
Set-up Cost (ex VAT)	R5 600 000 – R6 720 000

Drive Thru Clip-on to an existing Spur	
160m ² – 180m ²	Internal
Set-up Cost (ex VAT)	R4 480 000 – R5 040 000

Spur Takeaway	
75m ² – 100m ²	Internal
Set-up Cost (ex VAT)	R1 800 000 – R2 400 000

New License Fee: 2025

Standard: R200 000
Mini/Small: R120 000
Takeaway: R80 000

SPUR COFFEE KIOSKS

Our coffee kiosks offer an excellent opportunity to expand into the Food Courts and small footprint venues. We currently have a successful site at O.R. Tambo International Airport. This format offers a strong, scalable opportunity, under the umbrella of our well-known brand identity.



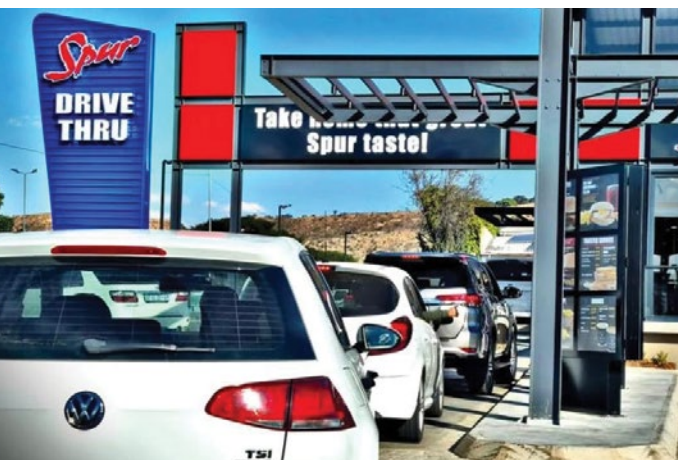
SPUR MOSSEL BAY

Spur Steak Ranches currently trade in 8 transient locations and has launched its first rebranded restaurant - Mountain Valley Spur - inside the Total Energies Petropoort in Mossel Bay. This marks a key milestone in Spur's nationwide brand refresh, showcasing a modernised look with updated interiors, a stylised logo, and enhanced dining spaces, all while maintaining the brand's signature family-friendly feel. The reimagined Spur caters to both travellers and locals, offering a warm, contemporary experience that reflects the brand's evolution.



SPUR DRIVE THRU

We launched our first Drive Thru in 2022 in Karenpark, Pretoria. This hybrid model is designed for convenience, with its specialised menu that supports the fast-paced operations required at this site.



SPUR MARKETING SUPPORT

Spur's continued success is driven by strategic, insight-led marketing that brings our brand to life in fresh and meaningful ways. In close collaboration with the Group Marketing team, we craft innovative campaigns, impactful product launches, and compelling in-store promotions that resonate with our guests. From initial concept and creative execution to seamless roll-out, we ensure every touchpoint reflects our brand promise. Our marketing efforts also extend to sponsoring key sporting and community events, reinforcing our role as a proudly South African brand. With a strong focus on customer experience, data-driven decision making, and consistent brand storytelling, we aim to grow brand love, drive foot traffic, and boost profitability across the board.



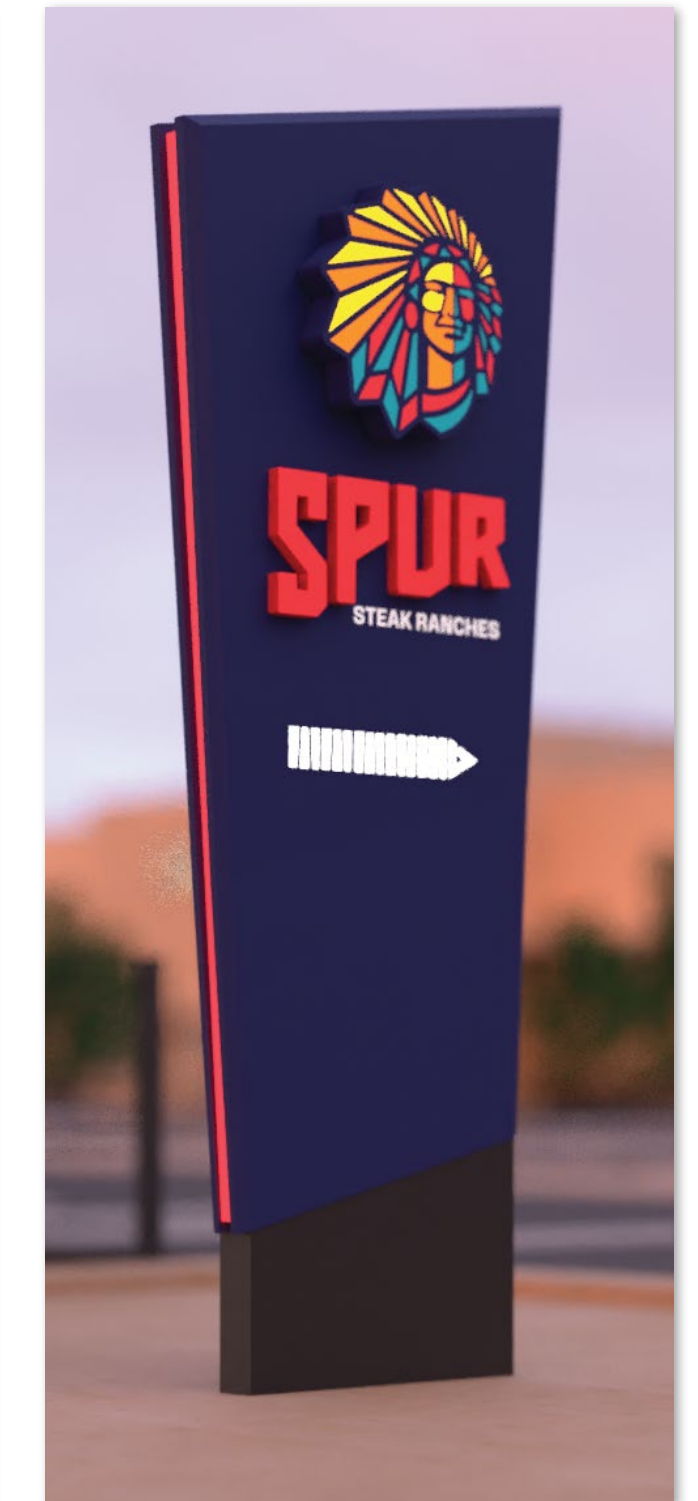
PYLONS / BILLBOARDS & DIRECTIONAL SIGNAGE



Billboards are primarily used to generate interest around Spur's core offerings: Steaks, Ribs, Wings, Burgers and Breakfasts. They can also be used to create awareness for Spur locations in close proximity.

Directional Streetpole Ads include our stacked logo, the store name, and the direction and distance to the store.

Brand pylons can also be used to create awareness around Spur locations in the vicinity or inside of shopping centres.



SPUR CORP VALUES

At Spur Corporation, our values are the foundation of everything we do—shaping how we operate, connect, and grow. We put people first, creating welcoming environments where relationships thrive. We are united by purpose, guided by a shared vision that fuels long-term partnerships and mutual success. We embrace innovation, constantly evolving to stay relevant and offer exceptional experiences. And we empower excellence by enabling our people, partners, and franchises to thrive through support, collaboration, and integrity. These values drive our commitment to building sustainable, successful, and community-rooted businesses—making us a partner you can trust.



**We put
people first**



**We are united
by purpose**



**We embrace
innovation**



**We empower
excellence**

WE WOULD LOVE TO HEAR FROM YOU!



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A TASTE OF LIFE!