

HUSSAR GRILL®

— Est. 1964 —

JOIN OUR LEGACY



Award-winning Grill Room ★★★★★ | www.hussargrill.co.za f @



CONTENTS

| | |
|--------------------------------|---------|
| Premier Grill Room..... | 1 |
| Brand Family..... | 2 |
| Our Brand Pillars..... | 4 |
| Award-winning Excellence..... | 7 |
| Our Grill Rooms..... | 9 |
| Our Menu..... | 12 - 16 |
| Our Wine List..... | 17 |
| Our People, Our Brand..... | 18 |
| National Footprint..... | 19 |
| Marketing Support..... | 20 |
| Engaging With Our Guests | 22 |
| Sustainability..... | 25 |
| Financial Overview..... | 26 |
| Contact Us..... | 27 |



Scan to visit
our website



PREMIER GRILL ROOM

The original Hussar Grill in Rondebosch first opened its legendary doors in 1964 and today, after 62 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 16 grill rooms in the Western Cape, 7 in Gauteng, 3 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.



BRAND FAMILY

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.

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:



GRILL ROOM EXCELLENCE



★★★★★
Premium
Quality
Steaks



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. Our restaurant décor celebrates the people behind the experience, featuring our staff, and this presence extends 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

Hussar Grill believes 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.



FLAMBÉED TO PERFECTION



Hussar Grill menu is built on a legacy of exceptional cuts and classic flavours.

While our reputation rests on premium beef and game, the menu also features carefully prepared poultry, seafood, fresh salads and vegetarian dishes. A selection of indulgent desserts and quality bean-to-cup Arabica coffee completes the experience.





EVERY MOMENT
IS AN OCCASION

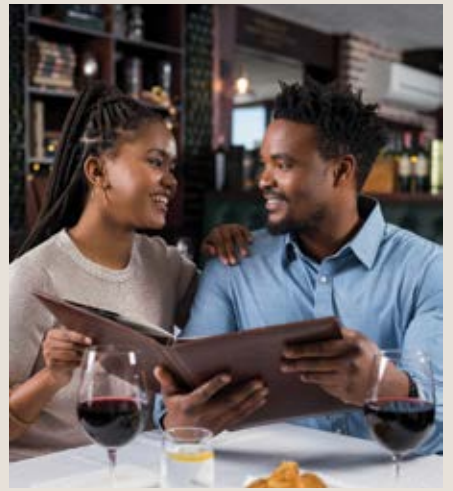


GRILL ROOMS

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 ambience. With a touch of old-world charm, our interiors are rich in character, featuring antique clocks, bookshelves filled with classic literature, wood finishes, leather upholstery – and in some spaces, a roaring fireplace.



A TOUCH OF NOSTALGIA



PLATED TO PERFECTION





VEGETARIAN INDULGENCE



STEAKS & GRILLS

We source only the finest Class-A beef, wet-aged for a minimum of 28 days to ensure exceptional tenderness and depth of flavour.

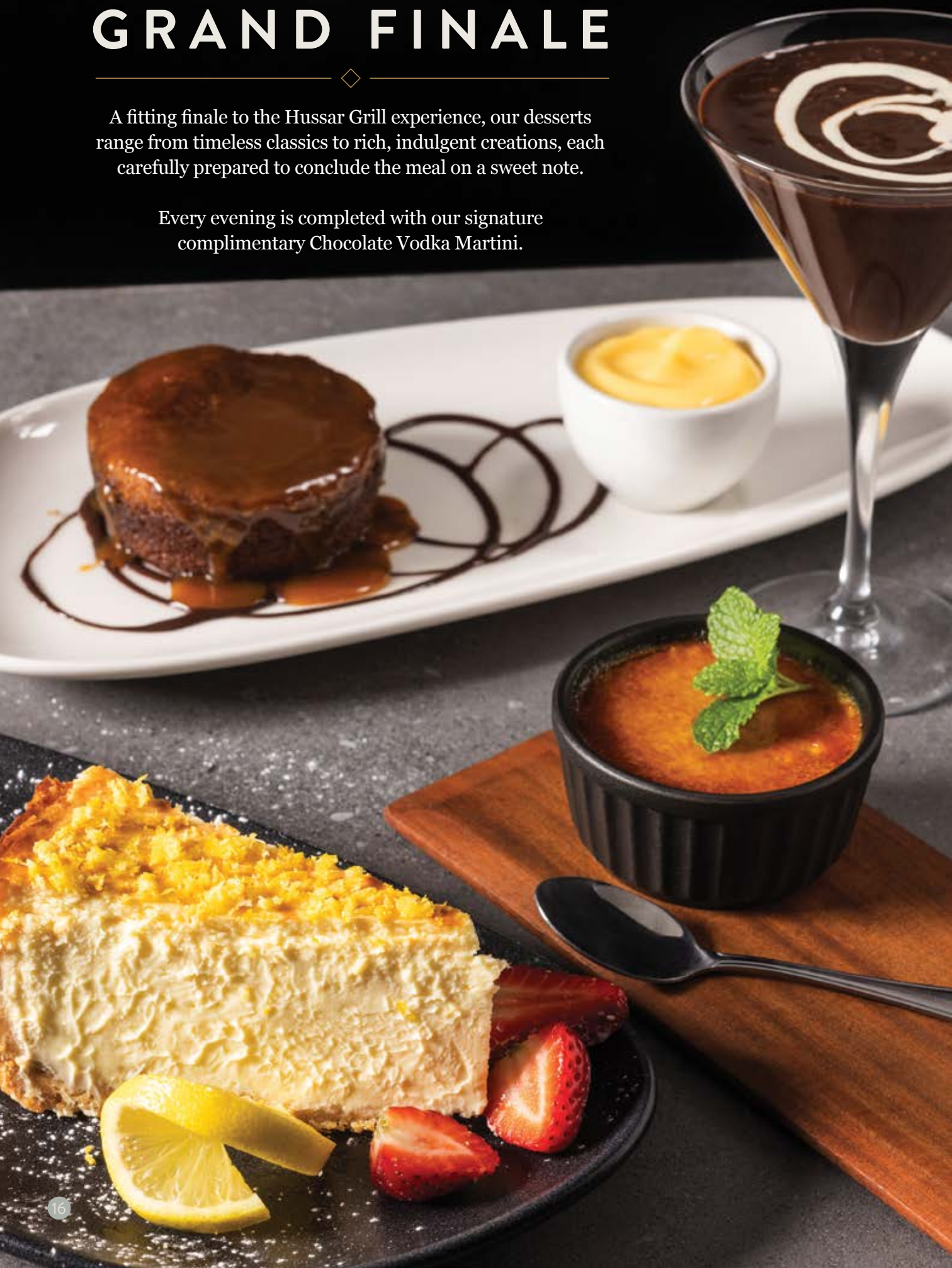
Our steaks and grills are then expertly prepared and seasoned to enhance the natural character of every cut.



GRAND FINALE

A fitting finale to the Hussar Grill experience, our desserts range from timeless classics to rich, indulgent creations, each carefully prepared to conclude the meal on a sweet note.

Every evening is completed with our signature complimentary Chocolate Vodka Martini.



AWARD-WINNING WINE EXPERIENCE

Our award-winning Diners Club Platinum-rated wine list has been carefully curated to complement and enhance every dish on the menu. To make the experience even more exceptional, guests are also welcome to bring along their own special bottle to enjoy with their meal – with no corkage charged.





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.

NATIONAL FOOTPRINT



WESTERN CAPE

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

GAUTENG

- Blueberry
- Harvest Place
- Montecasino
- Morningside
- NewMarket
- Silverstar Casino
- Waterfall Corner

KWAZULU-NATAL

- Cotswold
- Kloof
- Oceans

EASTERN CAPE

- Walmer

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 & DEVELOPMENT

HUSSAR GRILL
Est. 1964

DATE NIGHT
2 COURSES FOR 499 | 3 COURSES FOR 599

Per couple. Includes a complimentary bottle of Hussar Old Prosecco Red Blend or Hussar Sauvignon Blanc/Chenin Blanc, or any two up to \$145.

| | |
|---|---|
| <p>STARTERS</p> <ul style="list-style-type: none"> ITALIAN TOMATO SOUP (2) CHICKEN LIVERS PORK BELLY BITES MUSSELS <p>DESSERT</p> <ul style="list-style-type: none"> CRÈME BRÛLÉE MAIZA PUDDING | <p>MAINS</p> <ul style="list-style-type: none"> BONE MARROW STEAK DEBONED HALF CHICKEN PORK BELLY MUSHROOM TOSSELLINI (2) <p>UPGRADE YOUR STEAKS:</p> <ul style="list-style-type: none"> 300g Ramp or Sirloin \$40 200g Filet \$60 300g Filet \$90 |
|---|---|

Available every Tuesday evening.
Reservations recommended. Call to enquire. T & C apply. © 2024 Hussar Grill.

STARTERS

| | |
|---|--|
| <p>CALLANBY LIVERS Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>CALLANBY Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>MUSSELS POT Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>PORKY & LAVO COUSCOUS Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>LARGE BLACK BISHOPPOOD (2) Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>FRESH CRABBED SANDWICH (2) Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>FILET LIVERIES SOUP (2) Handmade, slow-cooked livers, onion and mushroom gratin.</p> | <p>DEVIL'S PEAKERS Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>TRADITIONAL BISHOPPOOD Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>MARROW BONES Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>SPINACH TARTARE Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>HOLLANDAISE BUTTERBALL (2) Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>GRILLED SNAILS Handmade, slow-cooked livers, onion and mushroom gratin.</p> <p>CRISPY LIVERS Handmade, slow-cooked livers, onion and mushroom gratin.</p> |
|---|--|

© 2024 Hussar Grill. All rights reserved. Hussar Grill is a registered trademark of Hussar Grill.

3rd PARTY SUPPLIER PROMO & COMPETITIONS

YOU COULD WIN YOUR SHARE OF **R5000**

1ST PRIZE: R2,500 | 2ND PRIZE: R1,500 | 3RD PRIZE: R1,000

DEVIL'S PEAK

HUSSAR GRILL

SELL A MINIMUM OF 20 DEVIL'S PEAK BEERS TO STAND A CHANCE TO WIN. TWO WINNERS WILL BE DRAWN PER STORE. COMPETITION ENDS 19 MARCH 2024. 18+ ONLY.

#N Drink Responsibly. Not For Persons Under The Age Of 18.

ACCESSIBLE LUXURY

Our offers are catered for your enjoyment
3 Course Set Menus | Seasonal Lunch Special | Date Night

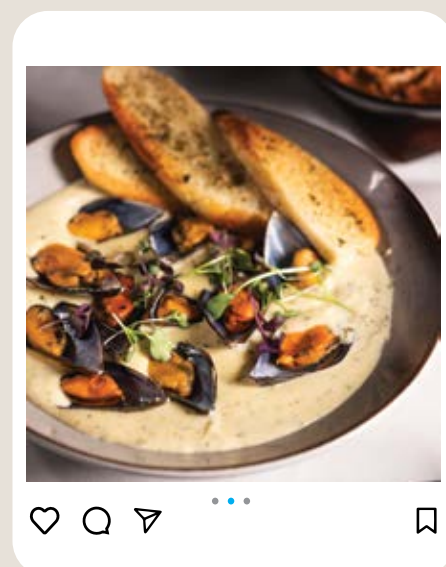
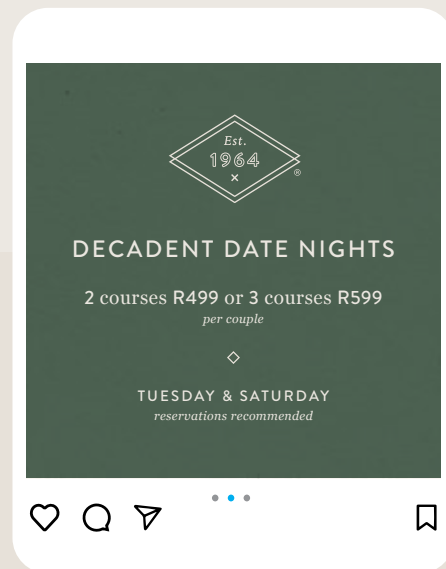
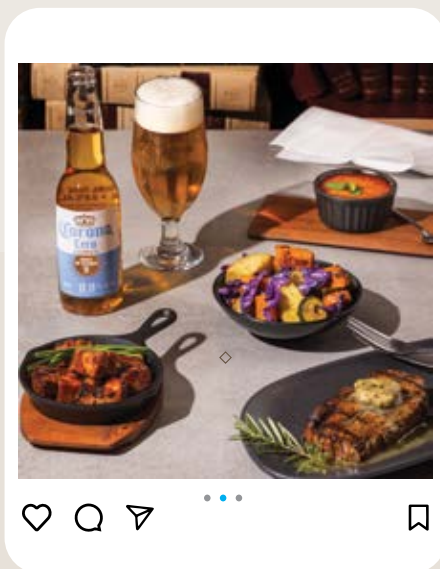


ENGAGING WITH OUR GUESTS

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 & INSTAGRAM





SEASONAL LUNCH
2 COURSES 199

HUSSAR GRILL
EST. 1964

BOOK NOW



MEMORABLE
YEAR-END
CELEBRATIONS

HUSSAR GRILL
EST. 1964

DIGITAL BANNERS



60 YEARS OF
EXCELLENCE

HUSSAR GRILL
EST. 1964

BOOK NOW



A CUT ABOVE
THE REST

HUSSAR GRILL
EST. 1964

BOOK NOW

MEAT ON-THE-BONE

Locked in flavour and tenderness.



OUR ESG (ENVIRONMENT, SOCIAL, GOVERNANCE) COMMITMENT - LEADING FOR THE GREATER GOOD

At Hussar Grill, sustainability is rooted in responsible environmental practices, ethical sourcing, a people-first culture, and governance that supports long-term growth. We recognise this is an ongoing journey and remain committed to measured, continuous improvement across our business.

1. ENVIRONMENTAL RESPONSIBILITY

We are actively reducing our environmental footprint through waste reduction, energy efficiency, and water saving initiatives across our restaurants. Improved waste management practices aim to minimise landfill impact and encourage responsible disposal.

Energy-efficient operational upgrades, supported by behavioural change within our teams, help reduce overall consumption. In parallel, water-saving measures limit unnecessary usage without compromising food quality or guest experience.

We have replaced plastic bags with paper alternatives and are working towards 100% renewable, responsibly sourced takeaway packaging. Cotton napkins have been replaced with paper to reduce the water and energy demands associated with commercial laundry. These initiatives form part of a broader programme of ongoing review and refinement.

2. RESPONSIBLE PRODUCT SOURCING

Our produce is locally sourced through a trusted network of long-standing suppliers. Regional supply chains enable us to support local farmers and producers while maintaining consistent quality and freshness, and reducing transport impact.

Our menu features speciality meat cuts and venison from reputable local suppliers who meet our quality and ethical standards. Fresh produce is selected seasonally where possible.

Seafood is sourced exclusively from sustainable suppliers. We do not serve species listed on the SASSI Red List, nor source from fisheries outside recognised Fishery Improvement Projects (FIPs), ensuring responsible stewardship of marine ecosystems.



All Hussar Grill restaurants also feature HER - a wine collection crafted from sustainably farmed grape varieties. HER is the first branded wine produced by Adama Wines, an all-women collaborative based in Wellington in the Cape Winelands, the range reflects our support of sustainable agriculture and women-led enterprises.

3. SOCIAL RESPONSIBILITY - OUR PEOPLE

Our people define the Hussar Grill experience. We are committed to providing a safe, respectful, and supportive workplace, underpinned by fair remuneration, structured in-house training and ongoing skills development. Equipped with the right tools and uniforms, our teams deliver service with confidence and professionalism. Through continued education and development, we foster long-term engagement and meaningful career progression.

4. GOVERNANCE & RESPONSIBLE OPERATIONS

Strong governance underpins our sustainability journey. Participation in the Green Ops Report enables us to measure and track operational impact while working towards clear reduction targets. Our company-owned restaurants monitor and manage energy consumption, driving efficiencies through operational discipline and behavioural change. These practices reinforce accountability, transparency and continuous improvement across the business.

FINANCIAL OVERVIEW

Budgeted costs/forecasts set out below 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.

| | |
|-------------------------------|--|
| 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: | R386 |
| Trading density average: | R34 000 - R48 000 |
| Average seats per restaurant: | 120 - 140 |

PARTNER WITH HUSSAR GRILL WHERE LEGACY MEETS LONG-TERM PERFORMANCE

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





**We look forward
to partnering with you.**

