



FACT FILE



Simon Crowe, Managing Director

The Grill'd Story

Managing Director

- Simon Crowe

Shareholders

- Simon Crowe
- Geoff Bainbridge
- Simon McNamara

The **Grill'd** concept delivers a new, fresh and vibrant approach to what is arguably the most widely appealing food concept in the world – the burger. The **Grill'd** concept was born when Simon Crowe, the company founder, decided to do something about the lack of a decent, healthy hamburger in the Australian market.

Crowe, who always wanted to have his own business, witnessed the rise of the premium burger phenomenon while living overseas & has taken what he believes to be the positive attributes of many operations and given it “more than a splash of our own”.

The first **Grill'd** store opened in the Melbourne suburb of Hawthorn in March 2004, offering quality, fresh, healthy, meal-sized burgers made from 100% beef, chicken breast, lamb and veggie patties. Many of the burgers incorporate non-traditional quality toppings such as cranberry sauce, roasted capsicum, Brie cheese, avocado, etc. Customers can choose to dine-in or take-away and part of the **Grill'd** experience is watching the delicious, made-to-order burgers being cooked on the flame grill and ‘dressed’ with fresh toppings. The stores are run by three operational virtues – friendliness, cleanliness and urgency.

Grill'd is positioned as the friendly, local specialist burger bar with a healthy bent. The **Grill'd** business model has commercial viability and strong consumer appeal, capitalising on increasing demand for healthy, great tasting and convenient meal solutions.

The overwhelming response to the first store led to the quick succession of three additional stores in the Melbourne suburbs of Malvern, St Kilda & Windsor. Crowe firmly believes that the people have been instrumental to the success of **Grill'd** which is built on passion, a great culture, hard work and a fantastic team.

The success of the concept has led to the decision to franchise the business, an exciting move that will allow **Grill'd** to reach the next stage in its development and establish itself as Australia's Number 1 premium, healthy burger chain. Crowe is looking forward to taking the concept to new markets, starting in popular shopping strips followed by bigger shopping centres.



Shareholders

The **Grill'd** senior team has extensive management, marketing, retail and sales experience. Collectively, the shareholders have a thorough operational knowledge of small, medium and large sized businesses.

- **Simon Crowe** – Managing Director of **Grill'd**. Previously International Brand Manager at Foster's Group with US posting for two years. Worked at the company for five years across numerous countries. Classically trained in sales & marketing at Procter & Gamble, a world-renowned multinational consumer goods company.
- **Simon McNamara** – Director and shareholder of Boost Juice Bars (+150 stores in Australia). Also founded and managed Viva Juice (retail juice bar chain that operated +20 company owned stores across Australia before Simon merged with Boost). Previously he worked as a senior management consultant with Deloitte & Touche Consulting Group in Australia & the US.
- **Geoff Bainbridge** – Managing Director of Icon Jewellery (Australia). Previous positions include Managing Director of Oakley South Pacific, General Manager at Foster's Group and Strategy Manager for the Beer Division (CUB).

For more information, contact Grill'd Head Office on (03) 9819 0071