



# FIVE GUYS<sup>®</sup>

Brand Book



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\*Though these sections are part of the larger brand book, they are not available in this version. To access these chapters, visit the Five Guys extranet.

We figure our best salesman is our customer. Treat that person right, he’ll walk out the door and sell for you. From the beginning, we wanted people to know that we put all our money into the food. That’s why the décor is so simple—red and white tiles. We don’t spend our money on décor. Or on guys in chicken suits.

**But we’ll go  
overboard on food.**

**The Murrells**





# WELCOME TO THE FIVE GUYS® BRAND BOOK

From the moment you walk into a Five Guys store, you are in love with the simplicity.

Bright white and red subway tiles. The smell of frying potatoes and the big open sacks of roasted peanuts. The sight of an open kitchen brings back those times you sat at the island watching your mom make dinner.

A line of eager customers stand in front of you, ready to tell the folks at the counter just how they like their burger: pickles and grilled onions, ketchup and mustard, bacon and cheese. And yes, please make those fries Cajun!

The character, processes, freshness and dedication that make Five Guys unique are invisible parts of the Five Guys experience. It's hard to describe—it simply feels like Five Guys. And people say, "You just gotta try it."

In order for us to explain what Five Guys is we've put together this Brand Book to give words and stories to connect with our customers—online and in person. But our voice goes beyond the in-store transaction—it goes into everything we do. And now it's all clearly spelled out in one place.

We want to work with you to keep serving up the Five Guys brand, so it stays consistent no matter how big we get.

Thanks for being a part of this journey with us.





# ANATOMY OF A FIVE GUYS BURGER

1

**Buns** are baked fresh with a secret recipe (of real ingredients!) and warmed on a dedicated grill to get the perfect toast.

2

Every cheeseburger deserves two slices of **American cheese** placed between two freshly cooked patties.

3

Fresh **burger patties**, hand-formed and cooked on a flat top grill. They are well done—evenly-cooked and juicy on the inside.

4

Even the **foil** has a purpose: it seals in the warmth and allows the cheese to melt perfectly. It even holds in your favorite toppings, keeping the whole combination from falling apart.

5

Five **pickle slices** per burger. If you order pickles, then you like pickles. We ensure you get a taste of pickle in every bite.

6

If you ask for **jalapeños**, you'll get exactly six fresh ones—we slice them daily. They add an extra spicy bite, but you can ask for them to be grilled for a milder flavor.

7

Our **bacon** is really smoked, not artificially flavored. In fact, it comes from one of America's last remaining smokehouses.





We're all one team. We mean everybody here—  
we feel like they're a part of our family.

## Our family has just gotten bigger.

**The Murrells**

Let's start with who we are at the core. This is us at our simplest.

## WE'RE ON A MISSION

To redefine the global burger landscape with a focus on quality and freshness. Serving food you love, made the way you love, by people we love.

And to get a little deeper about who we are and what we do for who.

## AT OUR CORE

For hungry people wanting to eat real food, Five Guys is a family-run burgers and fries joint that gives you a from-scratch craveable menu because Five Guys makes sure you get more than you expected.



So how did this all start?

# THE HISTORY OF FIVE GUYS

Five Guys has been a Washington, D.C., area favorite since 1986 when Jerry and Janie Murrell offered sage advice to three of the Murrell brothers: “Start a business or go to college.”

The business route won and the Murrells opened a carry-out burger joint in Arlington, Virginia.

Under the guidance of Jerry and Janie, the Murrells served only hand-formed burgers cooked to perfection along with fresh-cut fries cooked in pure peanut oil. The little burger joint quickly developed a cult-like following. Press paid attention. Customers voted the burger “#1” in the D.C. metro area.

During the 1980s and 1990s, the Murrells perfected their simple concept. Five Guys became *The Place* to get a fresh, juicy burger with all the toppings you could stuff between two fresh-baked buns.

Two more brothers joined the team and as the family grew, so did the business. Four more restaurants with sit-down seating were added to accommodate the growing clientele.

Early in 2003, Jerry and Janie, together with the “Five Guys”, began offering franchise opportunities. In just under 18 months, more than 300 units had been sold. The overwhelming success of franchising a local restaurant made national news, with trade publications such as Nation’s Restaurant News, Restaurant Business Magazine and the Franchise Times featuring Five Guys.

Now, decades after Five Guys first opened, there are locations across North America, Europe and the Middle East, with planned expansion into Central and South America, Africa, Asia and Australia.

By maintaining a simple ethos, coupled with the highest quality, the Murrells continue to follow through on the vision they outlined in 1986.





Now let’s talk about the stuff that goes into how we run the company, how we work together as a crew and how we work with our customers.

# CORE CONVICTIONS

Spending decades testing and experimenting until we get things just right, working with our customers, hiring incredible people like you, being careful to only bring in the highest quality food—we’ve found that everything we do is focused on being REAL. It’s also our overarching conviction. Here’s how:

**REAL: Every single thing we do is real.**

Real beef, real produce, real cheese, real buns, real people, real service. What you see is what you get and we’re proud of that. It wasn’t easy standing by our conviction that we don’t cut corners, but it sure has paid off. When people think about Five Guys, we’re the furthest from fake. Every interaction with us is real—from how we greet customers to what we serve them to how we talk to each other as a crew.

**REMAIN HUMBLE: It means you’re never “above” having to do the dishes.**

You will never hear anyone at Five Guys bragging—we let the press and our customers do that. We do our best and are willing to do the work to make sure people want to talk about us. From giving people the benefit of the doubt to seeing it from their perspective, we adopt an attitude of gratitude about everything we do. We’re thankful for our customers and each other.

**EXCEED EXPECTATIONS: Consistently give them more than they asked for.**

We make it our goal to constantly exceed expectations. We are super generous with our fries, two patties on a regular burger, correct an order without question. We remember faces and how you like your order. We keep chasing that “Wow! Thanks!”, so they keep coming back.

**ALWAYS DO THE RIGHT THING: Let your conscience be your guide... and your grit.**

We’re a family-run operation, so always doing the right thing is important to us. And we know it’s important to you. When times and situations require a judgement call, we always err on the side of doing the right thing. You know what that is. We trust you. You’ve got this.

**LEAD BY EXAMPLE: Show them what it looks like to be a great leader.**

At Five Guys, everyone pitches in, from management to the latest hire. We bus the tables and work the late shift. We take care of every person who walks through the door, because you never know who you may be inspiring.

R

# REMAIN HUMBLE

It means you’re never “above” having to do the dishes.

E

# EXCEED EXPECTATIONS

Consistently give them more than they asked for.

A

# ALWAYS DO THE RIGHT THING


Make the customers happy no matter what it takes and have fun doing it.

L

# LEAD BY EXAMPLE

Inspire others through your leadership.





What happens if someone asks us  
why we're so great?

**SAY:  
YOU JUST HAVE  
TO TRY IT**

Simple, right? This is your reason to believe in Five Guys. The reason we're  
so great. Without saying we're so great. Because we don't say that.



So, how do we support it all?

# SUPPORTING MESSAGES

Branding is a feeling. It is what other people say about us when we aren't in the room. It is not something we force, but something we inspire in our crew, our customers and the world.

We want people talking about the simplicity and comfort of the Five Guys experience, the freshness and quality of the food, the hard work and great rapport of the crew, and the evolution of the process—the story of how Five Guys came to be what it is today (and why so many people love it). These supporting messages allow us to stay focused on what matters, in our everyday interactions with customers and each other.

## Our Food:

The freshness and quality of ingredients is the #1 most important thing to Five Guys fans. Focus on the food—the hand-shredded lettuce, the coveted fresh buns made just for us, our sweet apple-wood smoked bacon that comes from one of America's last true smokehouses. Our fresh food is behind it all.

## Simplicity and Comfort:

Five Guys is a place where customers get the same experience, quality and comfort every time they visit. From our ultra-clean bathrooms and straightforward approach in customer service to the rock music and extra scoop of fries, our customers have the same experience at every Five Guys worldwide.

## Our People:

We believe every member of the Five Guys crew is a part of the Five Guys family. We're a group of people passionate about what we serve, who we are as a company and how we work as a team. All Five Guys employees are ready to pitch in and are fun to be around. And don't think that our customers and partners haven't noticed—they say it's one of their favorite things about us.

## How and Why We Do It:

There's nothing at Five Guys that didn't come from a whole lot of trial and error by the Murrells and the thousands of people who have joined our crew over the years. As long as we stay focused on giving customers the best experience each and every time, Five Guys will remain true to our roots as a family business, doing things the right way for the right reasons.







And yes, there's even a way to talk like Five Guys.

## THE FIVE GUYS TONE OF VOICE

### We speak plainly and honestly.

Fancy language and exaggerations leave a bad taste in our mouths. And that's no fun in a burger place.

### We're confident.

We have tremendous trust in our process, suppliers, franchisees, operators and employees. We believe that our ingredients, menu, processes and designs are the best they can be.

### We're humble.

We don't toot our own horn or brag about how good we are. We let our food, service and customers speak for themselves.

### We're informal and friendly.

We're regular folks—the kind of people you'd want to grab a burger with.

### We don't take ourselves too seriously.

We're a burger joint. We have a lot more locations than we used to and the extended Five Guys family is bigger than ever, but our focus is still on good food and good times. If it's not fun, why do it?



# Q&A WITH THE MURRELLS

## Q: Why doesn't Five Guys ask customers how their food is?

**A: (Jerry)** We love interacting with guests. Asking them how their day is or making a friendly comment to them is encouraged. However, I don't want our crew members to ask customers how their food is because they should be confident that the customer has the best burger possible. We just cooked the food, we should know how good it is. We shouldn't have to ask.

## Q: What is the best thing about being an owner of Five Guys?

**A: (Janie)** There are two things that I love. The first is that I get to work with my family every day. The second is that we get to touch so many families, specifically the crew members who work in our stores, through what we originally created as a small, little business.

## Q: What is your goal for Five Guys?

**A: (Jim)** Originally, I think my goal was to create a business where I could support my family. Now that Five Guys supports thousands of families, my goal is to keep this business going so that we can continue to touch so many employees' lives.

## Q: What are you most proud of?

**A: (Matt)** I am proud of the fact that we employ so many people. I say it often, but I think people really enjoy working at Five Guys—both at corporate and in our stores. I am also proud of the fact that I can walk into any Five Guys location across the continent and taste a burger as if one of my brothers or I just cooked it.

## Q: Does Five Guys plan to add menu items?

**A: (Chad)** We joke around that our "test kitchen" is a door that opens to a brick wall, but that is an extreme. We don't feel we need to add menu items, nor do we think our customers really want them. However, we will continue to remain open to customers, employees and franchisees who have good ideas as long as they do not alienate our loyal customers or sacrifice our brand promises.

## Q: What do you wish for every Five Guys franchisee?

**A: (Ben)** Plain and simple, I want every franchisee to make money. I want them to trust that everything we do is in the interest of the return on their investment.

## Q: What keeps you up at night? What is your biggest concern for the company?

**A: (Tyler)** We have top-notch ingredients and there is a cost to that. We want to do all that we can to get the best price; however, I don't want the girl/guy at the grill so worried about waste that they serve a customer a burnt burger.

**Thanks for being a part  
of the journey with us.**

**Five Guys**





## OUR MENU EXPLAINED

When you're asked to describe our food, here's how you talk about it. Our menu is simple, but questions do come up. Here are the delicious facts, and the words you will want to use to explain every smell, flavor and texture.



# BURGER TOPPINGS

All toppings are free

## Mayo

A layer of mayonnaise, always evenly spread. Thick, smooth and never too much or too little, unless you ask for more or less!

## Lettuce

Our lettuce is shredded by hand for optimum freshness.

## Relish

Sweet and sour relish.

## Tomatoes

Two slices for an even tomato-to-bite ratio every time.

## Grilled Onions

Fresh onions, hand-chopped and grilled on our flat top grill.

## A.1. Sauce

The classic A.1. Sauce.

## Green Peppers

A row of fresh, thinly sliced green peppers.

## Hot Sauce

Frank’s Original Hot Sauce—for an extra kick to your sandwiches.

## Pickles

Five Mt. Olive Pickles to bring that salty, briny and crunchy texture to your Five Guys burger, dog or sandwich.

## Grilled Mushrooms

Baby portabella mushrooms, hand-picked and freshly packed. Grilled until golden for extra taste and body.

## Ketchup

Heinz ketchup only, please.

## Mustard

French’s mustard. You can always get extra sauce on the side—just ask.

## Jalapeño Peppers

Fresh Jalapeño peppers chopped in-house for the spiciest bite.

## Onions

Fresh, hand-chopped and evenly spread.

## Barbecue Sauce

Rich, smoky Cattlemen’s Brand BBQ sauce.



# BURGERS

## Hamburger

Two fresh, hand-formed patties hot off the grill and placed on a soft, toasted bun. Choose as many toppings as you want.

## Cheeseburger

Two slices of American cheese melted between two freshly grilled patties on a soft, toasted bun.

## Bacon Burger

Our regular two-patty burger, layered with two strips of crispy, sweet apple-wood smoked bacon.

## Bacon Cheeseburger

Two hand-formed patties, grilled to order—complete with two strips of crispy apple-wood smoked bacon and two slices of American cheese—on a toasted sesame seed bun.

## Little Hamburger

One patty instead of two. Add as many toppings as you choose.

## Little Cheeseburger

Like our regular cheeseburger, just one grilled-to-order, hand-crafted patty instead of two.

## Little Bacon Burger

A single, freshly made patty, grilled to order with two strips of crispy apple-wood smoked bacon on top.

## Little Bacon Cheeseburger

One burger patty with crispy, sweet apple-wood smoked bacon and one slice of American cheese.

# FRIES

## Five Guys Style

Hot and fresh boardwalk-style fries, made to order each and every time. Cut fresh, cooked twice, firm on the outside and mashed potato on the inside.

## Cajun Style

Made-to-order Five Guys boardwalk-style fries, with a heavy dose of Cajun spice. Unsure? Get the seasoning on the side.



# DOGS

## Kosher Style Hot Dog

All-beef hot dog, split and grilled lengthwise for a caramelized exterior.

## Cheese Dog

All-beef hot dog, split and grilled lengthwise with a slice of Kraft American cheese on top and any of your favorite toppings.

## Bacon Dog

All-beef hot dog, split and grilled with a layer of crispy, sweet apple-wood smoked bacon from Patrick Cudahy, one of the last true smokehouses in the United States.

## Bacon Cheese Dog

American cheese melted by the heat of a perfectly caramelized Five Guys dog and topped with crispy smoked bacon.

# SANDWICHES

## Veggie Sandwich

Freshly grilled onions, mushrooms and green peppers, layered with lettuce and tomatoes on a soft toasted bun. Or, start with the bun and build your own from scratch. Not a veggie burger.

## Veggie Cheese Sandwich

Grilled onions, mushrooms, green peppers and melted American cheese served on a toasted golden bun with lettuce and tomatoes. Plus, any of your favorite 15 toppings!

## Grilled Cheese

American cheese melted on an inside-out Five Guys bun, grilled until golden brown with any toppings you choose.

## BLT

Six whole strips of crispy smokehouse bacon, two fresh tomato slices, shredded lettuce and mayo on a toasted Five Guys bun.

# MILKSHAKES

The base Five Guys shake is a creamy, vanilla shake made from a premium blend of milk and milkfats, sugars and flavors. If you order a vanilla shake, we'll add in an extra shot of vanilla for added flavor.

# MILKSHAKE MIX-INS

## Bacon

Crispy, sweet apple-wood smoked bacon, blended for a salty crunch in your shake.

## Peanut Butter

Natural, creamy peanut butter with a touch of honey.

## Cherries

Real black cherries imported from Italy.

## Malted Milk

An old-school American classic.

## Oreo® Cookies Pieces

Crushed Oreo cookies mixed with creamy malt.

## Coffee

Cold-brewed coffee, made fresh daily.

## Oreo® Crème

It's hard to come by, but we have the cream of the Oreo separated out. Add to any combination for a sweeter, creamier shake.

## Chocolate

Add Ghirardelli chocolate and fudge to your handspun milkshake for a refined, smooth treat.

## Bananas

Real bananas in your handspun milkshake.

## Salted Caramel

Sweet Ghirardelli caramel with a savory kick.

## Strawberries

Fresh strawberries in homemade simple syrup.



100+ drink choices.



**FIVE GUYS®**