

Fast-growing gourmet mini-burger chain to open multiple Orlando-area locations



Burgerim sells its signature 2.8 oz sliders in packs of two, three or the 16-count party pack. Some signature toppings include grilled pineapple, fried egg, onion rings and avocado. (Burgerim)



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An Israeli fast-casual concept that focuses on gourmet, customizable mini-burgers is getting ready to make a big entry into the Florida market.

"We have over 70 stores coming to Florida in the next year," **Burgerim Florida** CEO Marc Bass told **GrowthSpotter** on Friday.

Burgerim will open multiple stores in the Orlando area, including locations near SeaWorld and Disney World, in the next few months.

Bass said Orlando's first Burgerim is under contract for space at **International Towne Center** at the corner of Westwood Boulevard and International Drive. A second location on Kissimmee's W192 should follow soon after.

Bass said he's also in lease negotiations for stores in Celebration, Windermere, Winter Park, Oviedo, Maitland and Winter Garden. "I have nine LOIs in the Orlando area," he said.

The company is on an aggressive growth plan that started two years ago in Southern California. Since then the company has made major inroads in Texas and has stores slated for Las Vegas, Atlanta and other major markets. Florida was targeted for a statewide rollout in 2018.

It's one of the fastest-growing restaurant brands in the world, partly because of the relatively affordable \$250,000 start-up cost.

Bass opened a Florida headquarters in downtown Miami this year, and the first two locations in Miami and Boca Raton are already up and running. Franchises have also been sold in Tampa, Clearwater, Ocala, Lakeland and Melbourne, he said.

Elevation Development CEO Owais Khanani told **GrowthSpotter** said the eatery will share a two-tenant space with Arby's at the Parkview retail center on W192 at Sherberth Road.

"It sounds like one of the better burger concepts out there," Khanani said.

Each Burgerim burger is 2.8 ozs. Customers can choose from three buns, five sauces and 10 patties (including dry aged beef, lamb, salmon and chicken), and nine toppings. And the sliders can be sold individually or in packs of two, three or a 16-count party box.

The menu also includes salads, wings, fries, onion rings and full-sized sandwiches.

"My favorite is the Wagyu beef on the potato bun with the house sauce," Bass said. "The egg on top makes it really delicious. People also love the idea of onion rings on their burgers. And the pineapple -- that makes it really juicy."

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