

CHUCK LAGER



Chuck Lager is no regular restaurant because Chuck Lager is no ordinary man.

Chuck Lager is a gathering space for legendary moments. From 'Top Chef' star and proven restaurateur Fabio Viviani, the cuisine is an elevated take on All-American tavern fare with a rotation of international flare. The meals are enhanced by craft beers and proper cocktails from a stunning bar, and the overall ambiance is punctuated by professional service and conversation-sparking decor.

WHY WE'RE DIFFERENT –

Our goal is to set the new standard for casual dining by elevating the classics and creating an environment that's as exciting as it is comfortable, and there are three keys to achieving this:



LEGENDARY MAN

Chuck Lager is an unforgettable character, and his story provides a compelling story to our concept.



LEGENDARY PARTNER

Fabio Viviani's name carries weight in the public eye and the restaurant industry, and his involvement guarantees our business is committed to quality.



LEGENDARY FOOD

The branding brings people through the door, but the meals bring them back, and ours is consistently above the competition.

Franchise Facts

Franchise Fee - \$50,000

Royalties – 5.5%

Marketing - 2% Local store marketing / 2% Ad Fund

LOCATION SPECIFICATIONS

Building Size - 5,000 – 7,000 sq. ft. with patio



For more information, contact:

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