



Elevation Franchise  
Ventures, LLC  
1916 Wilson Boulevard  
Suite 205  
Arlington, VA 22201  
Main - 703.243.7894  
Fax - 703.243.7893

### ***Background and History***

Elevation Burger is more than a restaurant; it is a vision for fresh food that is better for you and better for the environment; it is a vision for food that has real flavor; it is a vision for beef that comes from grass-fed, organically raised, free-range cows and fresh-cut fries that are cooked in heart-healthy olive oil; it is a vision for an approach that says *“ingredients matter.”*

The Elevation Burger concept was originally conceived in 2002 by founder Hans Hess. Having lived in California his entire life, Hess left his hometown of Carmel in 1999 and headed for the east coast. Upon arriving in Virginia, he realized after a few years of searching that the burger he sorely missed from the west, and the one he had been dreaming of since arriving in the east, was nowhere to be found. Seeing an opportunity to fill a niche in the growing burger market, Hess focused his energy on developing a burger concept that was focused on:

- An organic and sustainable approach, putting people and product ahead of profit;
- Meat that has a true beef flavor and doesn't taste like the mass produced, corn-fed beef Americans have grown accustomed to eating;
- French fries, cooked in 100% olive oil; and
- A fresh cooked, quick-service product.

In September 2005, after three years of careful planning and countless hours of research and product development, Hess and his wife April opened the first Elevation Burger in Falls Church, Virginia. Driven by their passion to bring organic, sustainable, and fresh food to a national audience, Hess and his wife created Elevation Franchise Ventures, LLC which, in February of 2008, began franchising Elevation Burger restaurants. To date, Elevation Franchise Ventures has sold over 20 restaurants in the DC metro-area; Baltimore, Maryland; Northern New Jersey; Philadelphia, Pennsylvania / Southern New Jersey; and Austin, Texas.

### ***“Ingredients Matter”***

*“Ingredients Matter”* is not just Elevation Burger's slogan, but a reflection of the company's constant focus on offering quality food products that make a difference both to the consumer and the environment. Though it can be challenging to source quality ingredients such as organic, grass-fed, free-range beef and 100% olive oil, Elevation Burger is committed to offering its consumers nutritionally superior products.

### ***Why Organic, Grass-Fed, Free-Range Beef?***

Elevation Burger sources 100% USDA-certified organic, grass-fed, free-range beef because it is nutritionally better for the consumer, has a significantly more pleasing taste, and is far more respectful of the natural environment compared with conventional corn-fed beef. Elevation Burger's cows are never given antibiotics and are raised in open, chemical- and pesticide-free natural grass pastures. It is, therefore, the most wholesome beef available to consumers.





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In modern agriculture, most cows are “grain-fed,” which is to say that they are fed a diet primarily consisting of corn. The cow’s digestive system is not naturally predisposed to process corn, or any other kind of grain. When fed a constant diet of corn, cows become sick, which is why most grain-fed cows are also given antibiotics – to counteract the weakened immune system brought on by eating grain. Furthermore, grain adds significant calories as well as saturated fat to beef, resulting in a higher rate of weight gain and increased risk of coronary heart disease among humans that consume it. A grass-fed, free-range cow is a healthier cow that lives a more humane life and produces beef that tastes fresher, more natural, and less homogeneous. Organic, grass-fed, free-range beef also contains higher levels of healthy fatty-acids (Omega 3’s).

Not only is grass-fed beef better for the consumer, it is also better for the environment. Every acre of grass pasture consumes approximately 850 pounds of carbon dioxide each year. Corn, on the other hand, consumes far less carbon dioxide, and requires the intensive use of petroleum based fertilizers and heavy equipment that burns fossil fuel. Therefore, grass-fed beef helps to reduce global warming and fossil fuel consumption.

### ***Sustainable Design, Construction, and Operating Practices***

Elevation Burger is committed to use of environmentally sustainable products such as bamboo flooring, compact fluorescent light bulbs, LED lighting, energy efficient equipment/appliances, and recycled materials in its restaurant build-outs. Furthermore, many Elevation Burger franchisees will register their restaurants for LEED Certification to document their sustainable approach to the design and construction process. “Leadership in Energy and Environmental Design,” or LEED, is a certification process managed by the United States Green Building Council. For more information on the LEED Certification process, visit: [www.usgbc.org](http://www.usgbc.org).

In addition to Elevation Burger’s commitment to sustainability through restaurant build outs, franchisees will also implement environmental and energy conscious operating practices. Practices such as converting waste olive oil into bio-diesel, purchasing Clean Energy Offset Credits, recycling in-store waste, not using polystyrene foam products, and running energy efficient equipment all contribute to Elevation Burger’s sustainable approach to operations.

### ***Unique Niche in the Burger Market***

As described above, there are numerous aspects of Elevation Burger’s business which make it a completely unique concept within the larger burger market. Serving nutritionally superior products and taking a sustainable approach to restaurant build-outs and operations are just a few of the factors that allow Elevation Burger to exist in a niche market. For these reasons, Elevation Burger is well positioned to compete with all other burger brands, whether it’s brands having recently emerged, or those that have been a staple of the American burger scene for years.

