Chunkeez
BURGER · HOTDOG · MILKSHAKE

Milton Keynes' own, next in your town

OWN THE NEXT ONE.

Franchise prospectus 2026. Three years of queues, a brand people film, and a package that comes with the food, the systems and its own ordering website.



Demo concept by Frame by Faisal · figures from chunkeezburgers.co.uk, illustrative where marked

THE OPPORTUNITY

A £36BN SECTOR. BURGERS TAKE 42%.

45% of UK customers eat at fast food outlets. The burger share of that market is the biggest slice, and it's still growing. Chunkeez has spent three years proving the product in Milton Keynes: 100% Angus, hand-crafted, cooked medium rare, with Glizzys, wings and shakes that get filmed and shared without being asked.

£36bn

UK fast food sector at the end of 2024

45%

of UK customers eat at fast food outlets

42%

of the market is burgers







THREE WAYS IN

PICK YOUR MODEL.

	OWNER-OPERATOR	MULTI-SITE DEVELOPER	TAKEAWAY MAKEOVER
Who it's for	One site, run by you	Operators who think in regions	Existing takeaway owners
Territory	Exclusive, one town	Exclusive region, staged openings	Exclusive around your site
Site	We help find and fit it	Pipeline planned with you	Yours, rebranded and refitted
Training	1:1 from people who run it daily	Your managers trained to train	Your team retrained on our systems
Launch	Opening week, us on site	Opening week per store	Relaunch weekend, marketing push
Fees	Franchise fee, royalty, marketing levy	Development fee, per-site fee, royalty	Reduced franchise fee, royalty
Time to open	4 to 6 months	First site 4 to 6 months	8 to 12 weeks

Full financial models and costs are shared after an initial conversation and a confidentiality agreement.

SUPPORT

FROM DAY ONE TO DAY 1,000.

Business planning, site selection and acquisition advice, fit-out options and funding signposting before you open. 1:1 training for you and your team from practitioners who use our systems daily, backed by detailed Operations Manuals, and our people on site for your opening week.

After launch: regular audits, business-development meetings, a tailored marketing and social-media plan for your territory, and a supply chain that delivers on time so you can focus on customers.

YOUR OWN WEBSITE

Every site launches with the Chunkeez site for your town: direct ordering with no marketplace commission, the burger builder, Chunks loyalty and a kitchen screen.

CHUNKS LOYALTY

1 Chunk per £1. Every customer becomes a member you can message. Match-day boosts and challenges you switch on yourself.

MARKETING

A monthly marketing levy promotes your store. Optional campaigns on top.

SUPPLY CHAIN

Angus beef, buns, sauces and packaging from approved suppliers, delivered on schedule.

WHAT A LAUNCH LOOKS LIKE

YOUR FIRST 90 DAYS.

Day 1
Agreement signed, territory locked

Day 7
Site shortlist, fit-out plan, supplier accounts

Day 30
Fit-out starts, team hired, training in MK

Day 60
Kitchen live, soft launch for friends and family

Day 75
Your website live: ordering, Chunks, your menu

Day 90
Opening weekend, us on site, local push

Month 4+
Audits, development meetings, marketing plan

Year 1
Review, second-site conversation if you want it

THE PROCESS

1. Register interest and receive this prospectus · 2. A call from the franchise team · 3. Confidentiality agreement, full disclosure pack and a store visit · 4. Refundable deposit to secure your territory · 5. Franchise agreement and initial fee · 6. Fit-out · 7. Training · 8. Opening.

Chunkeez
BURGER · HOTDOG · MILKSHAKE

Let's smash it together

REGISTER YOUR INTEREST.

info@chunkeezburgers.co.uk · 01908 765088
26 Darin Court, Crownhill, Milton Keynes MK8 0AD
chunkeezburgers.co.uk/franchise



Demo concept by Frame by Faisal · figures from chunkeezburgers.co.uk, illustrative where marked