



**BE NAUGHTY - JOIN THE #BURGER REBELLION
RESIST CONFORMITY. "OBEY YOUR BURGER!"**

Naughty Boy Gourmet Burgers, Fries, and Quakes

In our concept, Naughty Boy poses this question to consumers – “Do you wanna be Naughty”, or “Do you wanna be Nice”? And the question that we ask our “competition” is “**where is the REAL**”, and “**where is the SPICE**”? You know – the creativity, the fun and the **FLAVOR**; literally and figuratively. At Naughty we step it up “notches”, and we don’t make burgers – **WE CREATE THEM**. You can call much of what we create “food with attitude” (that’s the naughty)! Or if you don’t want the “tude” we hope that you will settle for just the fun and amazing (that’s the nice)!!

Naughty Boy Gourmet Burgers, Fries and Quakes™ is a new, exciting, and **THE FIRST “Quick-Casual Take-Out”** National Restaurant Chain Concept, in this new “Quick-Casual Take-Out genre that we’ve coined and created” (no longer eat-in Fast-Casual) specifically because of and in the wake of the Covid-19 pandemic. Let’s face it - this is the future, and Naughty Boy is prepared for, way ahead of, and ready for it. Now you can have Fast-Casual “high quality-level” food in the speed and convenience of a “safe and fun” fast-food take-out environment.

So, what do we do? We do out of this world/mind-blowing creative, top-quality amazingly delicious, daring and exciting “Fun” Gourmet Burgers (like you probably have never-ever seen before), Gourmet Fries and Chips, and our proprietary NEW and incredible Quake™ varieties - that all have appropriately creative mind-sticking “**pop-culture inspired**” names and themes (burgers and all!!) reminiscent of what helped make **Ben and Jerry’s** of ice cream fame extremely famous and a legendary household name brand. And specifically with NB, “each Burger Creation has a real **PERSONALITY**”!! We have fun with it, and customers will too. We bring you back to memories of when enjoying great food, having great fun, and **being NAUGHTY** were synonymous. Naughty Boy Gourmet Burgers, Fries and Quakes™ – IS the new “**CRAZE**” and everlasting “**CRAVE**” to be in the **Quick-Casual Take-Out** National Chain Restaurant arena.

**EXTRANAUGHDINARILY!!
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