

The background of the image shows the interior of a vehicle, likely a van or SUV, with several people. A man is seen from the back, and a woman is smiling towards the camera. The scene is brightly lit, suggesting daytime. The overall mood is positive and social.

**SPUR**  
**GRILL&GO®**





1.

Spur Grill & Go®  
Background and Brand Position:  
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3.

Spur Grill & Go®  
Our Product  
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2.

Spur Grill & Go®  
The Look & Feel  
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# 1.

**Spur Grill & Go® | Background**  
The on-the-go Spur spin-off concept was launched in December 2015 to service the growing need for convenient fast-casual dining and takeaway.

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**Spur Grill & Go® remains firmly rooted in the Spur Steak Ranches quality family positioning and continues to offer that great Spur taste through a smaller, bespoke menu and efficient counter-service model within a fresh and trendy, new-look restaurant environment.**

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# Brand Pillars

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Now travellers can make Spur part of their journeys, and enjoy a great-tasting quality meal on the go or sit-down and take a well deserved break in a comfortable space that also offers WiFi and access to clean bathrooms and convenience stores.

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Convenient  
on-the-go  
menu, same  
great Spur  
taste!

Value  
breakfast  
and coffee  
offering!

Roadhouse  
-style  
Milkshakes  
and  
Sundaes!



100%  
Spur  
quality

Unique  
restaurant  
design with  
links to  
the mother  
brand

Sustainably  
sourced and  
produced  
single-use  
paper  
packaging

Speedy  
service  
with  
a smile

# 2.

Spur Grill & Go® | Interior Design  
It is important that our Grill & Go outlets stand out and compete effectively from a “look & feel” perspective.

Our fast casual restaurant not only delivers on our good food and service promise, but also presents a unique dining environment to enhance customer satisfaction.

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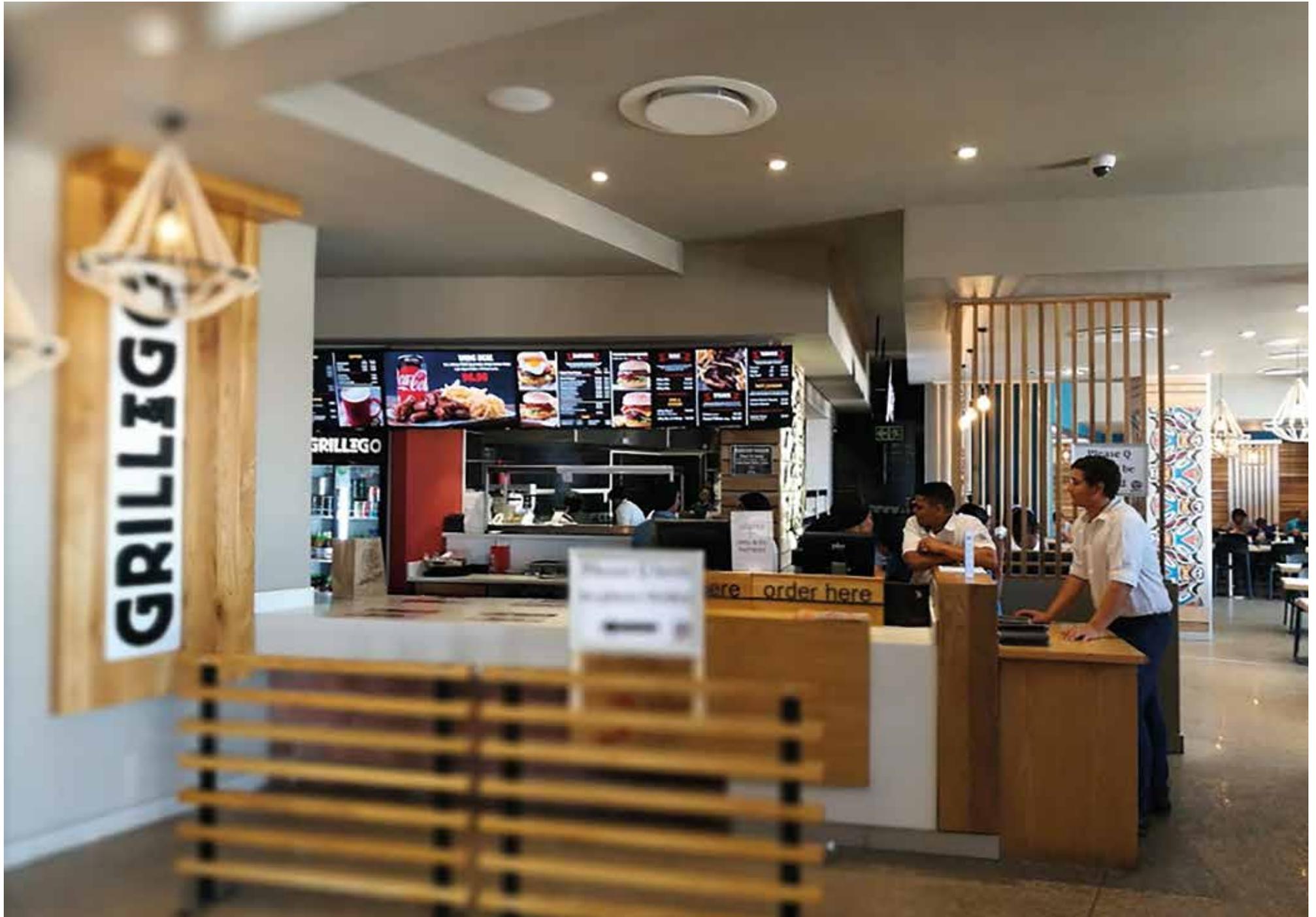
**The design caters for quick drop-in counter service as well as comfort for the weary traveller.**

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We retained some of the thematic design iconography and graphic elements that make the mother brand unique, but have given it a modern twist, that allows for greater penetration into new territories.









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**Each Grill & Go<sup>®</sup> interior design is site-specific to accommodate the unique requirements of the Landlord, but the operational fundamentals remain consistent and is optimised for quality output.**

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We tap into local talent and craftsmanship to create our bespoke decor elements and we make use of wood, off-white quality ceramic tiles, mixed floor finishes and layering to create a warm and friendly atmosphere.

The iconic Spur Indian Head is ever present, underpinning the strong heritage of the brand.











# That legendary Spur Taste on the go!



**3.** Spur Grill & Go® | Our Product  
The menu might be smaller but it still packs a whole lot of flavour, quality and great-tasting products.

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Customers can enjoy traditional Spur favourites such as burgers, steaks, ribs and wings, as well as gourmet roadhouse-style milkshakes, sundaes and aromatic filter coffee.

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Road-tripping essentials such as breakfasts, toasted sandwiches, crisp salads, soft serves, waffles and gourmet milkshakes are all on offer.



**“The journey starts and ends with our legendary Spur Taste!”**











[www.spurgrillandgo.co.za](http://www.spurgrillandgo.co.za)

# 4.

## Spur Grill & Go® | Support

Our dedicated support team provides ongoing operational and business support to our franchisees.

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**To ensure the success of our business model we provide over 50 years' experience in franchising and operational rigour. We provide expertise and training from Spur Corporation's extended services which includes traditional and digital marketing support, graphic design, IT expertise, business intelligence, training, operations, product procurement, finance and central kitchens.**

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Spur Grill & Go® | For more information or to arrange a meeting, contact:

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