



# BLACK STAR BURGER PRESENTATION

# Black Star Burger is an iconic brand and flagship of the Burger Revolution in Russia

Black Star Burger was established in September 2016 and instantly became extremely popular among Moscovites and guests of the city.

# Forbes



≡ НОВОЕ ПОПУЛЯРНОЕ РЕЙТИНГИ ВИДЕО МНЕНИЯ FORBES 100 ЛЕТ ForbesWoman ForbesLife

\$58.43 ↑ MMBB 1978.26 ↓  
€69.74 ↓ BRENT 52.39 ↓

f v t F S

# Forbes

ЧИТАЙТЕ ТАКЖЕ

+1 просмотром за сутки

Марк Александр Хайек, Breguet: «По-настоящему время чувствуешь под водой»

+45 просмотров за сутки

Илон Маск Вельского уезда: что сделал бывший торговец нелегальной водкой из маленького города. Часть 2

На правах рекламы

Telecom Media – разработчики сайтов №1 по количеству новых проектов для малого бизнеса

+634 просмотров за сутки

Дни независимости: на что влияют поставки США

КОМПАНИИ / #БУРГЕРЫ 10.07.2017 03:00

## Мясная революция: как крафтовые бургеры завоевали Москву

692 SHARES f v t ОБСУДИТЬ

Надежда Румак  
Forbes Contributor

A close-up photograph showing a person's hands holding a knife and fork over a stack of three burgers. The top burger has a slice of lemon on it. The background is dark and out of focus.

# Black Star Burger is a hype project of Russian Super Star and Entertainment Industries business mogul TIMATI

The headliner of BLACK STAR BURGER is Russian Top-Celebrity ТИМАТИ (Timur Ildarovich Yunusov) who has established the most successful national music label Black Star. Black Star Burger was titled on behalf of the mother brand. ТИМАТИ performs more than hundred concerts a year incl. UAE. @timatiofficial instagram, VK and YouTube audience exceeds 12 mln. followers



# Black Star Burger beats industry records in traffic and revenue

One BLACK STAR BURGER restaurant generates guest-traffic and revenue as much as 5 average Moscow restaurants. More than 3000 people visit each restaurant daily.



# Numbers talk



Over **2.000.000 burgers** served since our first grand opening



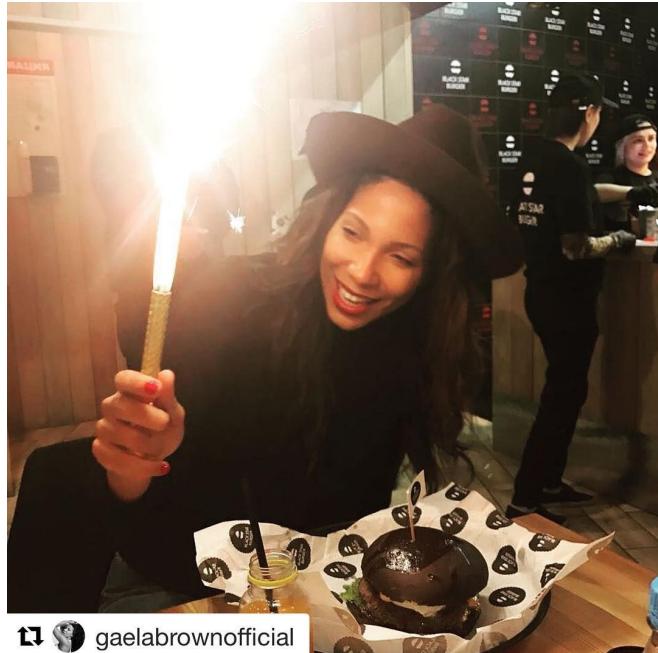
**More than 4000 drinks** served a day in each restaurant



We provide our guests with a daily average of **6000 pairs of black gloves**. Black Star Burger is a trendsetter in the industry. Its famous Black Gloves feature created a hype around the whole country. Black Star Burger was the first to introduce the gloves to our guests creating an industry trend, which was successfully copied by thousands of various food-serving establishments

# VIP 13 burger & fireworks

Another hype feature is the VIP Burger 13, which is served with a sparkling firework as an element of showmanship and unforgettable experience for our guests .



gaelabrownofficial



# BLACKSTAR BURGER made spicy wings cool and trendy

Black Star Burger offers an unforgettable hot & spicy experience called “Na Slabo/ a Dare”. Before completing the order of spicy wings our guests are kindly asked to sign a claim-free acknowledgement waiver as we warn that the sauce is VERY spicy. As the order comes up all kitchen staff members yell out “It’s a Dare” and provide the guest with a glass of iced water.



Black Star Burger's line of guests was only comparable by scale with the first opening of McDonalds in USSR

Locations: 1) Moscow, New Arbat Avenue, 15  
2) Moscow, Tsvetnoy Bulevar, 11/2 3) Grozny, Prospect Putina  
5 4) Moscow, European Mall 5) Moscow, Myasnitskaya 186)  
Ufa, Upper trading area 6 7)  
Nizhny Novgorod, B.  
Pokrovskaya, 42  
8) Voronezh, Revolution Avenue ,38 9) St. Petersburg,  
(opening soon)



Black Star Burger provides the best value-for-money products on market while remaining at affordable prices

'Breakfast at Tmati' morning combo (burger + coffee/tea) costs 160 RUR/2,7 USD

Cheeseburger – 195  
RUR/  
3,25 USD

Wraps – 155 RUR/  
2,6 USD

#СОЧНЫЙМОЩНЫЙ

ПО БУДНЯМ С 11 ДО 13 ЧАСОВ

**БУРГЕР  
+ КОФЕ / ЧАЙ  
за 160 ₽**

Завтрак у  
**ТИМАТИ**

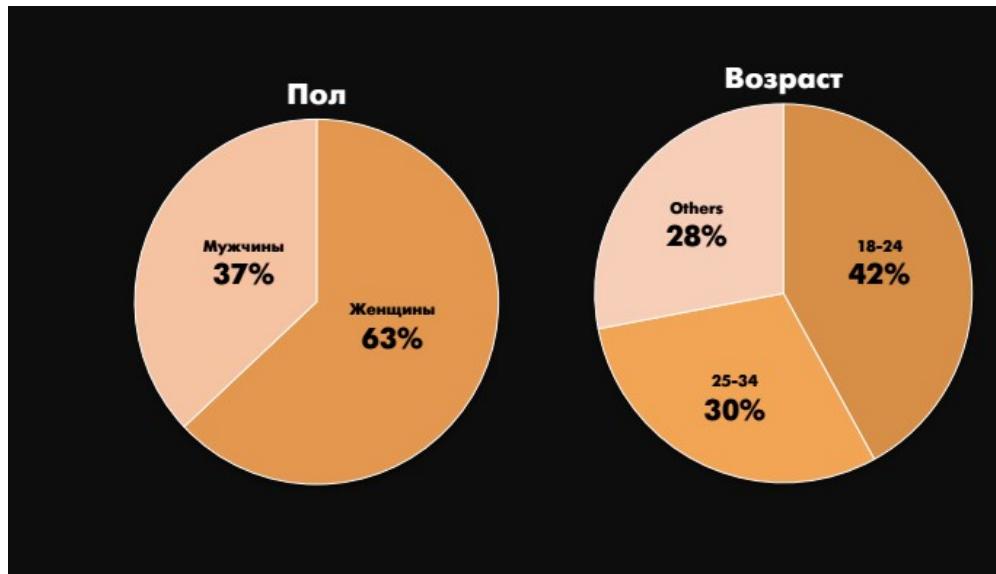


The image shows a promotional advertisement for Black Star Burger. On the left, there is俄文 text advertising a breakfast deal: 'Breakfast at Tmati' morning combo (burger + coffee/tea) costs 160 RUR/2,7 USD. In the center, Timati is shown from the chest up, wearing sunglasses and a light blue denim jacket over a brown t-shirt. He is smiling and holding a black coffee cup with the Black Star Burger logo in his left hand and a cheeseburger in his right hand. To his right is the Black Star Burger logo, which consists of a stylized umbrella icon above the text 'BLACK STAR BURGER'. On the far left, there is a red banner with white text that reads 'ПО БУДНЯМ С 11 ДО 13 ЧАСОВ'. At the bottom left, there is a logo for 'Завтрак у ТИМАТИ' (Breakfast with Timati) in a stylized font.



# Our guests range from students to government officials

Black Star Burger is a place where our guests have the unique chance of sitting next to top celebrities.



# Black Star Burger deals only with leading certified suppliers and partners



**ПРАЙМБИФ**  
• PrimeBeef •

SPECIAL BLACK STAR BURGER BLEND

BLACK STAR  
BURGER

primebeef.ru  
blackstarburger.ru

[Facebook](#) [Twitter](#) [Instagram](#) @primebeef  
#blackstarburger #праймбиф

The bottom left section contains the PrimeBeef logo, which features a stylized cow icon inside a shield-like shape. Below the logo, the word "ПРАЙМБИФ" is written in a bold, sans-serif font, followed by "PrimeBeef" in a smaller script font. The text "SPECIAL BLACK STAR BURGER BLEND" is centered below this. At the bottom, the "BLACK STAR BURGER" logo is shown with a small icon above the words. At the very bottom, there are links for the website "primebeef.ru" and "blackstarburger.ru", along with social media icons for Facebook, Twitter, and Instagram, followed by the handle "@primebeef" and the hashtags "#blackstarburger" and "#праймбиф".

# Our team consists of over 300 skilled, trained and motivated professionals



# BLACKSTAR BURGER is the first interactive restaurant in Russia



**tripadvisor®**

Тема: iPad | Отчеты / Сводки X http://www.youscan.ru/Report/Dashboard/1482

Youscan Мониторинг социальных медиа

Список тем Перейти к: iPad Вы вошли как - alexey.orap@youscan.biz Настройка аккаунта Выйти

Панель инструментов

Поток упоминаний  
Все (8098)  
Требуют ответа (0)  
Сохраненные (0)

Отчеты  
Сравнение динамики  
Тональность  
Источники  
География  
Авторы

Настройки темы  
Ключевые слова  
События  
Исключенные источники  
Отчеты на e-mail  
Исторические данные

? Помощь

По этой странице  
FAQ  
Порекомендовать улучшение  
Форум

iPad / Панель инструментов 15.02.2010 - 15.03.2010

День Неделя Месяц Год

В среднем за день 289 упоминаний  
Максимум 573 12 Марта 2010  
Динамика +23% за месяц  
Всего 8099 упоминаний  
Уникальных 1344 источников  
Уникальных 3880 авторов

Количество упоминаний

Упоминаний: 313 за день: 24-02-2010

Источники упоминаний iPad в США

Самые активные источники 3,990

twitter.com 2,790(34.4%)  
864  
97  
85  
70

142

Последние упоминания

15.03.2010 в 15:09 на itabletka.ru  
Люксовая версия iPad не заставила себя долго ждать - Apple Украина  
Люксовая версия iPad не заставила себя долго ждать и представила раннее поступление в продажу первой партии "простых" iPad. Пострадавшие из Mevnis Diamond Importers - компании, которая как раз специализируется на подобного рода ...

15.03.2010 в 14:00 на mac.net.ua  
Люксовая версия iPad не заставила себя долго ждать - Apple Украина

Я сделал свой iPad с Mac OS X и веб-камерой!  
Я сделал свой iPad, с Mac OS X и веб-камерой!

Все упоминания

twinkl.com  
livejournal.com  
ipad-mag.ru  
mblogi.qip.ru  
friendfeed.com  
forum.ibxt.com  
www.antiphone.net  
Другие

**BLACKSTARBURGER** is an Umbrella-Brand for different product lines. It offers its own Ice-Cream, Beverages and Patties



# BLACK STAR BURGER plans huge regional expansion in 2018



# BLACK STAR BURGER supports active lifestyle and sports



# We provide maximum transparency for the public and private stakeholders

BLACK STAR BURGER is opened and transparent place for stakeholders, industry experts, bloggers and journalists. We regularly organize days of open doors and share our experience with others.



# Black Star Burger Prime



Thank You for your  
attention!