



"The Steak Specialists"



total restaurant solution



"The Steak Specialists"



about squires loft

where it began

The first Squires Loft was established in 1992 and was located in Church Street Brighton. It subsequently relocated in 1995 to Toorak Road South Yarra opposite the South Yarra railway station.

The success of the Squires Loft formula and demand for Squires Loft branded products led to substantial interest from staff and customers who wanted to duplicate the business. This has resulted in 8 steakhouse restaurants operating, four under the Squires Loft banner. These steakhouses are located around Melbourne, Country Victoria, Brisbane and the Gold Coast. Further steakhouses are in the pipeline and there is significant interest, which we believe should lead to more Squires Loft steakhouses opening. As a result of this demand and significant recognition of the Squires Loft name.

squires loft formula

Squires Loft Steakhouses have gained their reputation and appeal by being uncompromising in respect to the quality, cut and aging process of their steaks, the taste and consistency of their sauces, their superb and affordable wine lists and their friendly and welcoming service. Squires Loft franchises will be required to rigorously duplicate this model as it is the cornerstone of the Squires Loft success story. Importantly, the Squires Loft sauce and baste recipes and meat specifications are unique and proprietary to the Squires Loft Steakhouse Development Group.

We welcome you to experience for yourself the Squires Loft Steakhouse experience in the Melbourne vicinity at any of the following locations:



"The Steak Specialists"



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south yarra

Squires Loft
South Yarra Steakhouse
166 Toorak Road
South Yarra, Victoria

+61 3 9824 0999

st kilda rd towers

Squires Loft
St Kilda Road Towers
1 Queens Road cnr Kingsway
Melbourne, Victoria

+61 3 9863 7700

the experience



"The Steak Specialists"



"The Steak Specialists"



docklands

Squires Loft
Docklands
Shop 1 Ericsson Building
Down Enterprize Way
818 Bourke Street
Docklands, Victoria

+61 3 9670 9968

robina, gold coast

Squires Loft
Robina Town Centre
Shop 1002 The Promenade
21-23 Robina Town Drive
Robina, Queensland

+61 7 5575 8850

subiaco, wa

Squires Loft
Shop 12F, 531 Hay Street
Subiaco, Western Australia

+61 8 6380 1978

the experience



knifeless kitchen

All Squires Loft Branded products arrive in store prepared under contract by our suppliers. The tastes and flavours, processes and formula are unique to Squires Loft and are protected by intellectual property rights. Marinates and bastes, sauces, dressings and toppings only require opening, or in some cases heating, before serving. Meat products are cut to precise Squires Loft specification, vacuum sealed to enhance the beef aging process, then delivered ready to grill.



operational skills & know how

All necessary skills pertaining to the successful and profitable running of a Squires Loft Steakhouse are provided in a full and comprehensive training programme. This is undertaken in an existing venue. Each and every aspect of the business is covered and further backed up in a hands on way when a new steakhouse opens. This training can be provided to prospective owners, or their nominated staff.

kitchen & food production process



store location

Confidence and comfort with a location is paramount and to this end we assist with, finding a space/store/venue, negotiating lease and or purchase terms, determining base building works required and obtaining fit out contributions and rent free periods where possible.

restaurant design

kitchen layout

We will design your kitchen to comply with SLSDG specific production requirements to enable maximum efficiency in finishing and delivering an excellent dining experience time after time. Custom designed grills are a highly recommended equipment purchase requirement from SLSDG manufacturer/contractor. Depending on location we can recommend kitchen builders as well as equipment brands and suppliers



support structures

**Squires
Loft**

"The Steak Specialists"

**Squires
Loft**
DOCKLANDS

"The Steak Specialists"

Shop 1, Ericsson Building, 818 Bourke Street, Docklands
(down Enterprize Way on the water's edge)
P 9670 9968 F 9670 9962 W www.squiresloftsteakhouse.com.au

**Squires
Loft**

THE GRILL ROOM - ST KILDARD TOWERS

monday - friday
lunch from 12 - 3pm
dinner from 6pm
saturday & sunday
dinner from 6pm
public holidays
dinner from 6pm
bar & lounge are open
from 12pm till late

**bar
menu**

Please Note:
Bar Food is Available in
The Bar/Outdoor Area Only

WHEN AVAILABLE
Served From 12-3 pm

OUR FAMOUS STEAK ROLL
10.95
CHICKEN ROLL
Our Roll, Grilled with Swiss cheese,
bacon, lettuce, tomato, onion, horseradish
Served with a No Yoghurt - great with a
Cold Beer

ENTREES

Spiced Mushrooms and Feta
with a choice of green or herb butter.
Fresh Kalamata Olives.

**FROM THE CHAR
GRILL
OUR SPECIALITY**

All Mains come with your choice of Chips or
Baked Potatoes.

12.50
13.00

**MAINS FROM THE
GRILL**

All Mains come with your choice of Chips or
Baked Potatoes.

32.50

FROM THE OCEAN

All Mains come with your choice of Chips or
Baked Potatoes.

32.50

**Squires
Loft**

www.squiresloftsteakhouse.com

ENTER

corporate material

We can assist in the production of;

- Business Cards
- Menu Design & Printing
- Compiling Wine List and Printing.
- Internet Hosting, Search Engine Maximisation Strategy and updating of internet site.
- Corporate branding of wine glasses, napkins etc

menu

The menu offering is simple, set and non seasonal. Core menu products offered are determined by SLDG. However allowances for individual store modifications and item additions maybe provided subject to SLSDG approval. SLDG may provide an allowance for individual store modification subject to approval.

marketing support

Squires Loft has over the years built strong relationships with our suppliers who are often willing to assist with in store promotional items as well as some equipment items. When opening a Steakhouse a number of awareness campaigns and promotional tools are available which are beneficial/helpful in fast tracking the success of the Steakhouse. An individual strategic marketing campaign is planned and implemented for each Steakhouse opening.

support structures



fees and charges

We have a simple and cost effective structure that makes our business unique and affordable with 'no hands in your till' or monitoring of your turnover/sales. There is a one off establishment fee, and once trading has commenced, a set monthly fee irrespective of sales.

business opportunity

- We will divulge more about our business subject to you signing a confidentiality Agreement.
- Detailed estimations of establishment costs for the different venue types projected sales estimations and operating cost forecasts.
- If you wish to pursue a Squires Loft business we will consider your application which will require an Assets and Liability Disclosure Statement.

more information