



For Sale

Location: **New Zealand**

Type: **New Opportunities / Hospitality-
Restaurants**

Own and run your own Burger Wisconsin Premium brand, loyal local customers, and a proven system for hands-on operators in New Zealand

The Opportunity

Burger Wisconsin is one of New Zealand's most recognised food brands and it's growing.

With new sites being planned nationwide and an active store refresh programme underway, now is an exceptional time for the right operator to secure their place in a proven, premium franchise network.

This is not a generic fast food franchise. Burger Wisconsin has occupied the premium end of New Zealand's burger market since 1989, building genuine loyalty through quality food, local sourcing, and a dining experience that fast food simply can't replicate.

About Burger Wisconsin

Founded in Wellington in 1989, Burger Wisconsin was among the first in New Zealand to offer genuinely premium, made-to-order burgers, well before the gourmet burger trend took hold. Over 35+ years, the brand has built a strong national presence and a loyal customer base that returns on the strength of the product.

Why Invest in Burger Wisconsin?

1. 35+ years of brand equity and customer loyalty. Burger Wisconsin is one of NZ's most trusted burger names
2. Premium market positioning with strong margins
3. Active growth phase: new greenfield sites being identified nationwide
4. Digital ordering, delivery integration, and modern systems already in place
5. Franchise Association of New Zealand member - operates under the FANZ Code of Practice
6. Backed by the Mariposa Restaurant Holdings Limited, a proven New Zealand-owned franchisor behind both Burger Wisconsin and Mexicali Fresh networks, with 20+ years of experience developing QSR franchise networks

Franchisee Support

1. Pre-opening training: hands-on induction covering operations, food preparation, team management, and brand standards
2. Ongoing operations support: field visits, operational guidance, and access to a nationwide franchisee network
3. Marketing & brand : national campaigns, local area marketing tools, social media, and digital presence management
4. Supply chain: well established NZ supplier relationships and procurement systems ensuring quality and cost consistency

Who We're Looking For

Contact:

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IRB Realty Limited

Licensed REAA 2008

Broker Ref: BWNZ



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IRB. Realty Ltd Licensed REAA 2008

We are selective about who carries the Burger Wisconsin name forward. Ideal franchisees are in store hands on locals who are excited to be working in their communities.

You will bring:

1. A strong background in business, management, or hospitality with proven leadership ability
2. Financial capacity to meet investment and working capital requirements
3. Genuine commitment to quality, customer experience, and community
4. Long-term orientation - this is a business to build, not a passive investment

Multi-site opportunities may be available for candidates with the right experience and capital base.