

LICENSING & FRANCHISING PARTNER OPPORTUNITY

GORDON RAMSAY RESTAURANTS GLOBAL

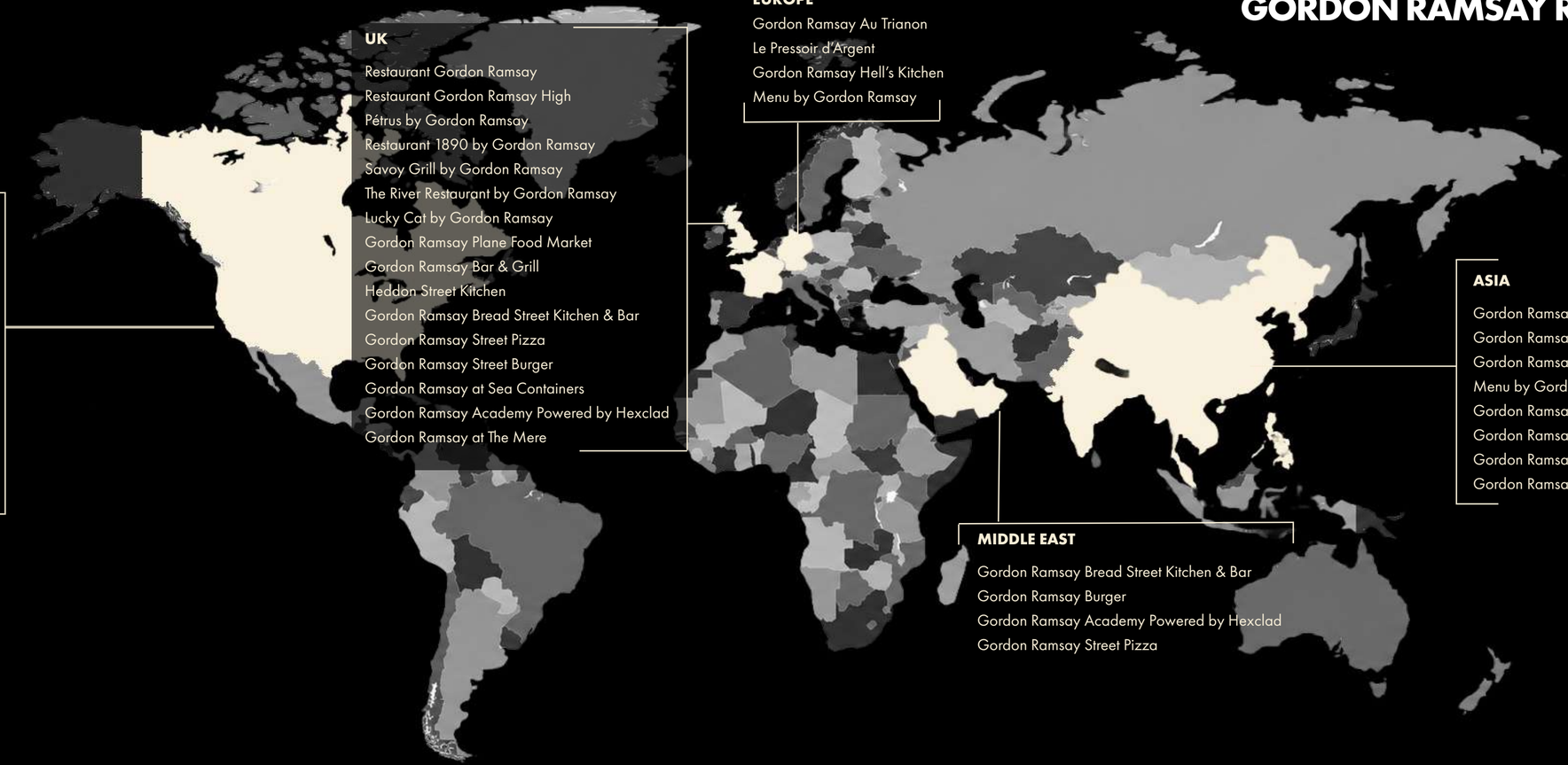
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GORDON RAMSAY RESTAURANTS GLOBAL



USA & CANADA

Gordon Ramsay Hell's Kitchen
Ramsay's Kitchen
Gordon Ramsay Burger
Gordon Ramsay Steak
Gordon Ramsay Fish & Chips
Gordon Ramsay Street Pizza
Gordon Ramsay Street Burger
Gordon Ramsay Pub & Grill
Gordon Ramsay Food Market
Gordon Ramsay at the Carnaby
Lucky Cat Steak By Gordon Ramsay

UK

Restaurant Gordon Ramsay
Restaurant Gordon Ramsay High
Pétrus by Gordon Ramsay
Restaurant 1890 by Gordon Ramsay
Savoy Grill by Gordon Ramsay
The River Restaurant by Gordon Ramsay
Lucky Cat by Gordon Ramsay
Gordon Ramsay Plane Food Market
Gordon Ramsay Bar & Grill
Heddon Street Kitchen
Gordon Ramsay Bread Street Kitchen & Bar
Gordon Ramsay Street Pizza
Gordon Ramsay Street Burger
Gordon Ramsay at Sea Containers
Gordon Ramsay Academy Powered by Hexclad
Gordon Ramsay at The Mere

EUROPE

Gordon Ramsay Au Trianon
Le Pressoir d'Argent
Gordon Ramsay Hell's Kitchen
Menu by Gordon Ramsay

MIDDLE EAST

Gordon Ramsay Bread Street Kitchen & Bar
Gordon Ramsay Burger
Gordon Ramsay Academy Powered by Hexclad
Gordon Ramsay Street Pizza

ASIA

Gordon Ramsay Bread Street Kitchen & Bar
Gordon Ramsay Burger
Gordon Ramsay Bar & Grill
Menu by Gordon Ramsay
Gordon Ramsay Pub & Grill
Gordon Ramsay Street Pizza
Gordon Ramsay Street Burger
Gordon Ramsay Fish & Chips

Welcome to Gordon Ramsay Restaurants Global.

From a landmark London restaurant to a global hospitality group, GRRG has built a portfolio of distinctive restaurant brands shaped by culinary ambition, exacting standards, and memorable guest experiences. Across all our brand channels, the same principles remain central to ours and your business: exceptional experiences, exceptional food & beverage, exceptional service coupled with strong brand stewardship, and operational discipline.

As we continue to grow all over the world, we are focused on building long-term relationships with partners who share our values and standards. The right partner is not simply one that can open a restaurant; it is an organisation with the ambition, governance, resources, and expertise to build an enduring business.

This brochure is designed to introduce us, our brands, our growth principles, and outline which opportunities are available to you as a potential partner. It is the start of a potential working relationship and an invitation to explore whether there is the right alignment between brand, market, site, and partner capability.

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We look forward to exploring what we can build together.



CHAIRMAN & FOUNDER

GORDON RAMSAY



GROUP CEO

ANDY WENLOCK



OUR VISION

GRRG's international growth is guided by a simple principle: scale must never come at the expense of quality. The group's ambition is to develop a carefully selected global network of restaurants that reflects the strength of the Gordon Ramsay brand while preserving the standards, creativity and operational discipline that define our business.



OUR VISION IS FOUNDED ON FOUR PRINCIPLES:

P R I N C I P L E S

GLOBAL GROWTH

Expanding strategically across all markets through a balanced mix of flagship locations, destination venues, and scalable multi-unit development opportunities.

OPERATIONAL EXCELLENCE

Protecting brand standards through robust systems, proven operating procedures, comprehensive training, and ongoing support.

INNOVATION & RELEVANCE

Continuously evolving our concepts, menus and guest experiences while staying true to the culinary principles that we built our reputation on.

ENDURING PARTNERSHIPS

Collaborating with experienced partners who seek long-term like-minded growth, share our commitment to quality, and have the capability to scale responsibly. For us, partnership is not transactional, we are focused and committed to building lasting relationships that create value for both parties over many years.

P R I N C I P L E S

WHY PARTNER WITH US

Partnering with GRRG gives operators access to a globally recognised Restaurant platform built on culinary credibility, operational expertise and a portfolio of brands designed for different markets, formats, and guest occasions. From high-footfall casual concepts to premium destination restaurants, GRRG can offer a range of opportunities capable of being tailored to the right location and partner profile.

The strength of the group lies not only in the Gordon Ramsay brand. It lies in the systems, training, standards, menu development, launch support and ongoing brand oversight that sit behind each restaurant.

Every opportunity is considered carefully to ensure the brand, market, site, and partner capability are aligned.

BRANDS BY CHANNEL

A multi-brand portfolio designed to match different sites, guests, and investment profiles.

Our license & franchise concepts are built for growth — strong brand identity, clear operating standards, and formats that work in a range of environments. We are specifically inviting partners who can scale: a defined pipeline, a strong operating platform, and the capital to develop multiple restaurants over a multi-year horizon. In return, you gain access to global IP, proven training, playbooks, marketing resources, and ongoing performance support designed to protect standards and drive consistent results across a multi-site estate, supported by our Head Office functions.



GORDON RAMSAY RESTAURANTS GLOBAL

Gordon Ramsay Restaurants Global is a chef-led restaurant group with a rare combination: genuine culinary credentials and global mainstream awareness. Founded in 1997, we have built a portfolio that ranges from world-class fine dining to premium casual and scalable casual concepts. Across every brand, we are obsessive about quality and consistency — and we collaborate with partners who share that mindset.

ESTABLISHED 1997

Founded by Gordon Ramsay in 1997; global portfolio spanning super premium, premium casual, and casual formats.

GLOBAL

A brand built on culinary excellence with Michelin heritage and mass awareness via a global media & digital presence.

QUALITY

Our promise: exceptional food, warm hospitality, and a guest experience people talk about.

BRAND POWER

A global icon with widespread media reach the Gordon Ramsay brand is a powerful demand-generating engine. It combines credibility rooted in Michelin level standards with the reach of a global media brand.

That means openings start with awareness, and marketing has a head start from day one. For partners, this translates into stronger launch momentum, faster brand establishment, and a portfolio that performs across both premium and everyday dining occasions. We are seeking long term partners to grow premium brands through licensing and mass market brands through franchising.

Priority regions: United States, Middle East, Asia.

Our ideal partners have the capital, operational strength, and pipeline to open in multiple locations.

RAMSAY BY NUMBERS

9	13	100+	15.7M	122M
MICHELIN STARS	COUNTRIES EXPANDED TO	RESTAURANTS GLOBALLY	ANNUAL WEBSITE VISITS	SOCIAL MEDIA REACH













GORDON RAMSAY FISH & CHIPS

STREET PIZZA GORDON RAMSAY

STREET BURGER GORDON RAMSAY

RESTAURANTS

GORDON RAMSAY STREET PIZZA
GORDON RAMSAY STREET BURGER
GORDON RAMSAY FISH & CHIPS

ABOUT

CASUAL

Our Casual restaurant concepts are ideally suited to franchising. For efficient scaling in high footfall, multi-use destinations.
We are seeking partners who have experience of growing and managing multi-site casual/fast casual operations, with a rigorous approach to brand, operational & service standards and a clear pipeline of site opportunities.
As your partner, we provide access to training, operating playbooks, brand standards, marketing resources and ongoing performance support for a growing multi-site footprint.

GORDON RAMSAY
BREAD STREET
KITCHEN & BAR

RAMSAY'S
KITCHEN
BY GORDON RAMSAY

GORDON RAMSAY
BAR & GRILL

GORDON RAMSAY
PUB & GRILL

GORDON
RAMSAY
burger

GORDON ACADEMY RAMSAY
POWERED BY
HEXCLAD

GORDON RAMSAY
PLANE FOOD MARKET

RESTAURANTS

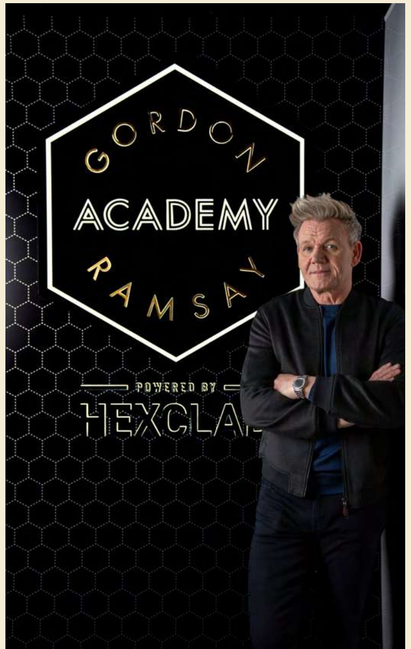
GORDON RAMSAY BREAD STREET KITCHEN & BAR
RAMSAY'S KITCHEN
GORDON RAMSAY BAR & GRILL
GORDON RAMSAY PUB & GRILL
GORDON RAMSAY BURGER
GORDON RAMSAY PLANE FOOD MARKET
GORDON RAMSAY ACADEMY POWERED BY HEXCLAD

ABOUT

PREMIUM CASUAL

The premium casual portfolio combines broad consumer appeal with elevated food, design, and service environments. These concepts are suited to destination locations, hotels, resorts, lifestyle developments, and other settings where guests are seeking a recognisable brand experience delivered with consistency, quality and atmosphere.







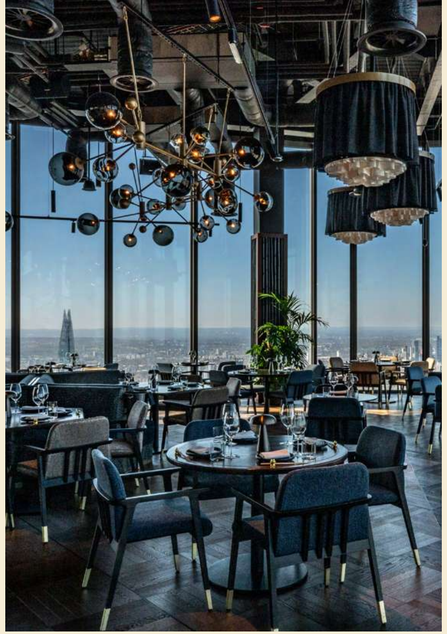


















LUCKY CAT BY GORDON RAMSAY

GORDON RAMSAY HELL'S KITCHEN

GORDON RAMSAY steak

RESTAURANTS

LUCKY CAT BY GORDON RAMSAY
GORDON RAMSAY HELL'S KITCHEN
GORDON RAMSAY STEAK

ABOUT

SUPER PREMIUM

Our super premium brands are designed to create memorable destinations. They combine strong culinary identity, theatrical environments and recognised brand equity, making them particularly relevant for landmark developments, resorts, city-centre destinations, and high-profile hospitality venues.

RESTAURANT

GORDON RAMSAY AT F1 GARAGE

ABOUT

Formula 1 has partnered with multiple Michelin-starred chef, and long-time friend of the sport, Gordon Ramsay to deliver a world-class culinary experience in the paddock's most premium hospitality, F1 Garage. Located within the inner sanctum of the F1 paddock and pit lane, F1 Garage offers fans an unparalleled interactive experience, immersing them in on-track action while enjoying world-class food, beverages and service.









MIAMI MONACO MONTREAL SILVERSTONE MONZA AUSTIN MEXICO CITY

LAS VEGAS QATAR ABU DHABI

EXPERIENCE THE RACE FROM THE PIT LANE. TOTALLY RAW. TOTALLY SENSORY. TOTALLY IMMERSIVE. CLOSER THAN CLOSE, YOU'RE RIGHT THERE IN THE HEART OF THE ACTION. YOU WON'T MISS A SINGLE DETAIL FROM INSIDE THE GARAGE.

"My passion for F1 is well known but it's the complexity and pace of the cars, and the talent of the many people building and controlling them, that appeals so much. In many ways F1 is like a high performing professional kitchen, so this is the perfect partnership for us and our growing international restaurants group."



RESTAURANTS

GORDON RAMSAY AT THE CARNABY
GORDON RAMSAY AT SEA CONTAINERS
GORDON RAMSAY AT THE MERE
MENU BY GORDON RAMSAY

ABOUT

WHITE LABEL CONCEPT

Our bespoke white-label portfolio brings a distinctive, unique, and bespoke offering to individualise restaurant spaces that are either new-build or existing spaces. Through carefully selected partnerships, we create individual concepts tailored to their property that will deliver a Gordon Ramsay experience unique to that location.

Each concept is developed with a clear point of difference and the flexibility to adapt across destinations, formats, and occasions. From concept development and brand identity through to menu creation, asset delivery, operational execution, and a world-class guest experience, we deliver it all.

Our flexible partnership model enables partners to leverage the strength and expertise of the Gordon Ramsay brand while creating a distinctive proposition with its own identity and positioning specific to that location and market.













PARTNERSHIP OPPORTUNITIES

One Portfolio. Multiple Partnership Models.

Gordon Ramsay Restaurants Global offers a range of partnership structures designed to match the commercial objectives, scale, and operating capabilities of our partners. The appropriate model will depend on the restaurant concept, the development opportunity and the level of operational involvement required.

FRANCHISING

Our franchising model is designed for high-growth casual and fast-casual concepts that can be replicated across multiple locations with consistent execution and strong operational discipline.

BRANDS

Gordon Ramsay Street Pizza
Gordon Ramsay Street Burger
Gordon Ramsay Fish & Chips

BEST FOR Experienced multi-unit operators seeking to develop scalable restaurant networks through area development or master franchise arrangements

LICENSING

Our licensing model is used for premium, destination, and experience-led concepts where the focus is on delivering a distinctive Gordon Ramsay branded experience while leveraging the partner's hospitality platform, real estate, and local market expertise.

BRANDS

Gordon Ramsay Bread Street Kitchen & Bar
Ramsay's Kitchen
Gordon Ramsay Bar & Grill
Gordon Ramsay Pub & Grill
Gordon Ramsay Burger
Lucky Cat by Gordon Ramsay
Gordon Ramsay Hell's Kitchen
Gordon Ramsay Steak

BEST FOR Hotels, resorts, integrated developments, entertainment venues, casinos, lifestyle destinations and premium hospitality operators.

BESPOKE PARTNERSHIP MODELS

For strategic opportunities, GRRG also offers flexible structures tailored to the specific requirements of the project.

EXAMPLES INCLUDE

White Label Concepts
Management Agreements
Hotel & Resort Partnerships
Airport & Travel Hub Concepts
Sports & Entertainment Venues
Mixed-Use Developments

BEST FOR Owners and developers seeking access to Gordon Ramsay's culinary, operational and brand expertise through a customised commercial structure.

CASE STUDY

SAPPHIRE CARNATION LEISURE & RECREATION CORP

Sapphire Carnation Leisure and Recreation Corp (SCLRC) is the Group's licence partner in the Philippines. SCLRC is a diversified hospitality and entertainment operator across integrated resorts, gaming, hotels, restaurants and leisure. The business combines local market expertise with the scale, infrastructure and capital required to support the disciplined rollout of branded restaurant concepts.

The partnership commenced in 2024 with the opening of GR Bar & Grill at Newport World Resorts, followed by the launch of Street Burger and Gordon Ramsay Fish & Chips in 2025. Further development is planned through 2026. These openings have been delivered within complex, high-footfall environments and reflect a consistent ability to execute against brand, operational and guest experience standards.

SCLRC's platform—spanning site access, supply chain capability and in-market operating experience—provides a robust foundation for growth. The relationship demonstrates the importance of alignment on pace and quality of site development, and illustrates how an experienced partner can accelerate market entry while maintaining brand integrity.













SETTING YOU UP FOR SUCCESS

Full GRRG support from signing through site selection, design, fit out, pre-opening, opening and post opening across all HQ functions

BRAND, DESIGN, ACCESS

- Full access to Gordon Ramsay's IP, image and global reach, with direct access to the head office and leadership teams at any time.
- Experienced specialists from across GRRG's departments are available to partners as needed.
- Close collaboration on restaurant design, branding, look and feel, and kitchen design, including FF&E and OS&E.
- GRRG can introduce trusted suppliers, including interior and kitchen designers, and share its market knowledge. Partners are also free to appoint their own.
- GRRG can introduce trusted OS&E suppliers where partners may benefit from more competitive rates.

TRAINING & INDUCTION

- Every employee attends the GRRG Welcome Event, covering our history, brands, values, ethos, guest experience and interaction, service standards and brand protection.
- Delivered by the GRRG Learning & Development team, online or in person.
- Comprehensive brand training packs for every employee at every level, including Steps of Service guides covering "service the GRRG way" and steps of service tailored to the brand concept.
- During pre-opening, the GRRG L&D team connects with the partner team to share resources and agree training formats.

PLANNING & STANDARDS

- GRRG and the partner agree the critical path and timings together, covering every stage from construction to pre-opening through a mutually agreed roadmap.
- Weekly or bi-weekly meetings throughout the build keep everyone aligned and ensure timely action and support, with ongoing communication in between.
- Brand operating procedures and service standards are developed or adapted in collaboration with the partner, based on the chosen brand, service style and operation.
- A PR and pre-opening plan, covering press releases and launch activity, runs alongside.



MENUS SHAPED FOR YOUR MARKET

Collaborative food and beverage development, supported by recipes, testing, training and ongoing refinement

MENU DEVELOPMENT & TESTING

- Menus are created in collaboration with Gordon, the local partner culinary team and GRRG's culinary team.
- Once agreed, the GRRG Culinary Exec Chef provides full recipe packs, costings, images of the finished dishes and supply-chain information.
- GRRG works with the partner to identify and agree suppliers, carrying out full due diligence and putting quality first.
- The local culinary team tests the dishes with full support and guidance from the GRRG Culinary Exec Chef throughout.
- The GRRG Culinary Exec Chef visits the location to taste dishes and provide hands-on training, returning as often as needed before opening to ensure every dish meets specification.
- Spec books and photography follow, ready for full menu execution.
- Menu design is developed jointly by the partner and GRRG.

WINE, BEVERAGES & COCKTAILS

- GRRG develops the wine list with the partner, based on the brand, product availability and guest profile. Where appropriate, it builds on the partner's existing supplier relationships.
- GRRG's Group Head Sommelier reviews the list and provides feedback to maximise wine sales, and the list continues to evolve.
- GRRG can provide online wine training and masterclasses for the FOH team before opening, and continue afterwards where beneficial.
- GRRG also provides beverage and cocktail lists for consideration, with recipes, and works with the partner team to agree pricing.
- Partners can propose cocktails or share feedback on flavour profiles and likely guest tastes, helping the GRRG Beverage Team to refine the lists and recipes to meet partner needs.
- Beverage packs cover lists, recipes and serve specifications.
- After opening, beverage lists can be reviewed and updated in response to guest feedback.



EXPERIENCE THE BRAND FIRST-HAND

Partner BOH and FOH leads visit an agreed GRRG UK or global location for a fully immersive experience of the brand, culture, product, service and standards before opening in their own market.

FRONT OF HOUSE

During the visit, the partner's FOH lead spends time in the relevant brand alongside the restaurant's FOH Lead, shadowing the operation and receiving coaching on the brand, steps of service and guest experience.

Meet key head office support functions.
Experience the brands as a guest.

BACK OF HOUSE

The partner's BOH lead spends time in the relevant brand alongside the restaurant's BOH Lead, shadowing the operation and receiving coaching on the brand, kitchen setup and standards, and the preparation and delivery of dishes.

The visit includes time on the pass and tasting dishes.

Meet key head office support functions.
Experience the brands as a guest.





SUPPORT AT LAUNCH – AND BEYOND

Opening support that transitions into regular location visits, with round-the-clock central and local support

ON SITE LAUNCH SUPPORT

The GRRG Culinary Exec Chef and Operations team are present before, during and after launch to ensure a smooth, successful opening.
GRRG Culinary and Ops work alongside the partner teams in service, supporting, guiding and refining standards in response to service feedback.
Once execution is solid, the MD and International Exec Chef hold weekly check-ins to provide ongoing support.
In the initial weeks, GRRG and the partner review performance, guest feedback and sales mix to identify any further on-site or remote support.

ONGOING VISITS

Culinary: target of at least four visits per year.
MD: target of two visits per year.

HEALTH & SAFETY, FOOD SAFETY

GRRG advises on best practice to support the partner and protect the brand.

ONGOING REVIEW & DEVELOPMENT

Where necessary, GRRG develops new dishes with the local culinary team, drawing on Gordon's insight.
Steps of service are refined with the restaurant GM/RM to deliver the best guest experience and drive Net Promoter Score.
In a monthly call, the partner's FOH and BOH leads meet the GRRG MD, Culinary Executive Chef and Marketing function to review the previous month's sales, covers, spend, sales mix, guest feedback and activations.
Plans are set six months ahead, including activations, with GRRG providing the necessary support, guidance and information.

MARKETING, PR & SOCIAL

The partner shares a local activation calendar, so GRRG can advise and champion global activity.
With ongoing IP access, GRRG provides social media and photography guidance.



NEXT STEPS

INITIAL DISCUSSION
Understand strategic objectives, operating capability and pipeline.

CAPABILITY & MARKET ASSESSMENT
Review experience, governance, funding and target markets.

NDA & INFORMATION SHARING
Provide further concept information through the appropriate confidential process.

CONCEPT & TERRITORY ALIGNMENT
Identify the brands, locations and development approach with the strongest fit.

COMMERCIAL FRAMEWORK
Agree the proposed relationship structure, development plan and key commercial principles, subject to contract and applicable law.

DEVELOPMENT & LAUNCH
Progress site approval, design, build, training, pre-opening and ongoing support.

CONTACT US AT FRANCHISE@GORDONRAMSAY.COM

CONTACT US AT:

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WE LOOK FORWARD TO HEARING FROM YOU

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