

Redefining Fast Food—Fast

THE SOUTHEAST'S PREMIER HAMBURGER BRAND.



HOT  FAST

HARRIET'S
Hamburgers

AMERICA'S FAVORITE SANDWICH

CULTURE DECK

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Our North Star



WHETHER WE'RE TALKING ABOUT HAMBURGERS
AND FRIES OR THE PEOPLE WE ARE SERVING, OUR
PHILOSOPHY AT HARRIET'S IS THIS:

IT'S SIMPLE.

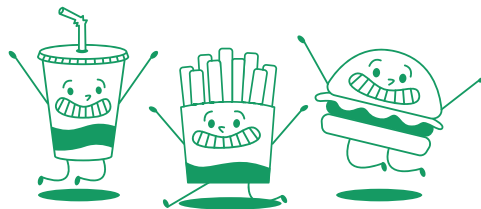
**Just Be
Good.**



The Business We're In

HAMBURGERS & HAPPINESS

WE BELIEVE SOMETHING AS SIMPLE AS A HAMBURGER
CAN REPLENISH YOUR BODY + SOUL SIMULTANEOUSLY.
THAT'S WHY WE SAY WE'RE NOT IN THE HAMBURGER
BUSINESS, BUT IN THE **MOOD BOOSTING BUSINESS.**
THE "MAKE YOUR DAY BETTER" BUSINESS.



"The most important decision you make every single day is to be in a good mood."



Our **MISSION**



AT HARRIET’S, WE’VE ALWAYS BELIEVED THAT THE SIMPLEST THINGS IN LIFE ARE OFTEN THE BEST—AND WE’VE SPENT THE LAST FIVE YEARS PERFECTING THAT BELIEF, BOTH IN THE KITCHEN AND IN OUR COMMUNITY.

Our mission is simple, but far from boring: to serve premium, delicious hamburgers made with the finest ingredients, using a technique honed to perfection. Our signature hamburgers are paired with golden, crispy fries and always served with a side of kindness.

But it’s more than just great food, fast. At Harriet’s, we’re here to redesign and redefine fast food—making it healthier, simpler, and of better quality. We’re committed to creating not just a meal, but an experience that elevates the way people think about fast food. Our goal is to provide a brand that stands for premium quality, a welcoming atmosphere, and a positive impact on the community.

As we continue to grow, we aim to be more than just a local favorite—we’re building a “culture first” brand and setting our sights on becoming the flagship hamburger brand of the Southeast. At Harriet’s, happiness and the hamburger will always be at the heart of everything we do, and we’ll keep working every day to serve our guests with integrity, care, and a little extra kindness.



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CULTURE



*"Excellence Is Not A Skill,
It's An Attitude."*

HARRIET'S *hot & fast* HAMBURGERS



Team-oriented, fast paced, fun & kind.

INTENTIONAL NOMENCLATURE



WE HAVE TEAM MEMBERS

- not employees. We rise together.

WE HAVE GUESTS

- not “customers”

WE SERVE HAMBURGERS

- not “burgers”

WE ALWAYS TRY TO FIND THE “YES.”

- Nordstrom’s brand mentality.

WE SHOW OUR REGULARS EXTRA LOVE.

- We learn their names. Their orders.
- We anticipate and delight.



WE ENCOURAGE ALL OF OUR HARRIET'S ASSOCIATES TO GROW WITH THE COMPANY AND TO BECOME PART OF OUR SUCCESS STORY.



CORE VALUES & TRAITS

TEAM TRAITS:

- 1. Helpful**
- 2. Kind**
- 3. Diligent**
- 4. Optimistic**
- 5. Positive**
- 6. Honorable**
- 7. Driven**

TEAM VALUES:

HOSPITALITY FIRST MINDSET

Innate desire to serve others. Doing all that can be done for others – and more than is expected – in thoughtful ways that let guests, team members and partners know you’re thinking about them to ensure their interactions with our company is a positive, joyful one.

EXCELLENCE

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

TEAMWORK

Teamwork makes the dreamwork. We embody the “all tides rise” mentality.

RESULTS-FOCUSED

We reward and celebrate the achievement of specific goals

ATTITUDE

Attitude is everything, so pick a good one.”



*"Earning success
is based on service
to others, not at
the expense of others"*



ENSURING ALL GUESTS ARE...



SEEN.

Everyone values recognition and excitement from the places where they spend their money. It's essential for guests to feel acknowledged and important. They could have chosen any other venue, but they chose to invest their time and money with us. Honor that choice by making them feel valued and by exceeding their expectations every time!

HEARD.

Elevated hospitality involves actively listening and engaging rather than just waiting to respond. When you genuinely listen, you will discover ways to exceed expectations you hadn't anticipated.

CARED FOR.

This covers the service basics—taking orders, answering questions, ensuring timely service, setting guest orders, managing payments, offering refills, bussing tables, and addressing complaints efficiently.





First & Last **IMPRESSIONS**



EVERY GREETING

1. **“HELLO, HOW IS YOUR DAY GOING?”** never “Can I take your order?”
2. **ALWAYS WITH A SMILE** making eye contact and never face down in a screen.
3. **FOLLOWED BY “HAVE YOU DINED WITH US BEFORE?”**
4. **IF YES, “FANTASTIC, WHAT BRINGS YOU BACK IN TODAY?”**
5. **IF NO,** “Welcome. We’re happy you’re here to give us a try. We want to make sure you leave here a little (or a lot) happier than when you came.” The Happiness Ambassador runs through the menus and how to order. Finishing with a nod to our Harriet’s Heroes program and all the benefits – including free hamburgers on their birthday.

EVERY PICK UP PLAYBOOK

**“THANKS AGAIN FOR YOUR VISIT TODAY. WE CARE THE MOST ABOUT YOUR HAPPINESS,
SO PLEASE LET US KNOW HOW YOUR EXPERIENCE WAS!”**

A cartoon illustration of a young girl with blonde hair in a ponytail, wearing a green superhero suit with a yellow lightning bolt on the chest. She is smiling and gesturing with her hands.

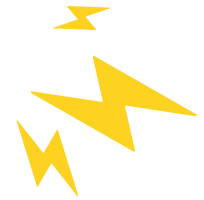
OFFERINGS

Three yellow lightning bolts of varying sizes, pointing towards the right.

*Keep The Main Thing,
The Main Thing.*

Starts With The...

CLEAN & SUPREME /INGREDIENTS



**WE PRIDE OURSELVES ON SOURCING INCREDIBLE
INGREDIENTS FROM RANCHERS, FARMERS, BAKERS,
AND FOOD PURVEYORS WHO ALL SHARE OUR VALUES.**

Chef-Driven
FAST FOOD



• COMMITMENT TO QUALITY • HUMANE ANIMAL TREATMENT • NO ARTIFICIAL INGREDIENTS

Real Food. For Real.

CONVENIENCE WITHOUT **COMPROMISE**

**TOP TO BOTTOM, IT'S ALL GOOD STUFF.
CLEAN, CHEF QUALITY FOOD-FAST!**

- No Antibiotics
- No Hormones
- 100% Premium Angus Beef
- No High Fructose
- Artisanal Cheese & Buns
- All Natural Soda Pop
- Farm Fresh Tomatoes
- Hydroponic Lettuce
- Housemade Sauces



PARTNERS ⚡⚡⚡

"The best partnerships aren't dependent on a mere common goal but on a shared path of equality, desire, and no small amount of passion."



CREEKSTONE FARMS



NEW SCHOOL CHEESE



TURANO BAKERY



BOYLAN SODA CO.



OUR CUSTOM BLEND OF FRESHLY GROUND (NEVER FROZEN!) 100% BLACK ANGUS BEEF IS MADE FROM PREMIUM WHOLE MUSCLE CUTS—WITH NO HORMONES OR ANTIBIOTICS, EVER!

CREEKSTONE FARMS NATURAL BLACK ANGUS BEEF RAISED IN A TRULY NATURAL MANNER

- No Antibiotics – EVER!
- No Added Hormones – EVER!
- No Growth Promoting Drugs – EVER!
- No Artificial Ingredients – EVER!
- 100% Vegetarian Diet
- Source Verified to Ranch of Birth
- Humane Animal Handling Practices
- It takes longer and creates more work to raise cattle using these guidelines, but we think it's the right thing to do.

"We want to know that the animals are raised responsibly"

THE MENU

"OG" HAMBURGER 9 ⁹⁵ <small>DOUBLE PATTY. WHITE AMERICAN. PARKERHOUSE BUN. CRINKLED PICKLES. ONIONS. SIMPLE SAUCE.</small>	<i>For The Kiddos</i> <small>12 & under</small>  HAPPINESS MEAL SINGLE HAMBURGER FRIES <i>or</i> APPLE CHIPS <i>All Natural</i> SODA <i>or</i> WATER KID'S PRIZE 9 ⁹⁵	CRISPY FRIES 3 ⁹⁵ <small>NOT TOO THICK, NOT TOO THIN.</small>	CRAFT SODA 2 ⁹⁵ <small>BOYLAN'S HANDCRAFTED & ALL NATURAL.</small>
THE ROYALE 10 ⁹⁵ <small>DOUBLE PATTY. "NEW SCHOOL" YELLOW AMERICAN. PARKERHOUSE BUN. CRINKLED PICKLES. ICEBURG. TOMATO. ONIONS. GOOD GOOD SAUCE. <i>Add All Natural Bacon</i> 2⁹⁵</small>		CHEESE CURDS 6 ⁹⁵ <small>MINNESOTA STATE FAIR STYLE.</small>	BEER <i>Lucy's</i> 5 ⁹⁵ <small>A LIGHT, REFRESHING LAGER.</small>
<i>Premium Black Angus Beef</i> <i>from Creekstone Farms</i> ⚡ <i>All Natural, Antibiotic & Hormone Free</i> ⚡ ⚡ <i>Hand Formed, Never Frozen Patties</i> ⚡		SAUCE BUNDLE 1 ⁹⁵ <small>4 Pack DILLY RANCH, GARLIC AIOLI. SIMPLE SAUCE. GOOD GOOD SAUCE.</small>	BUBBLES 8 ⁹⁵ <small>CLEAN & CRISP WITH A TOUCH OF SWEETNESS.</small>
		MONSTER COOKIES 4 ⁹⁵ <small>HENRY'S FAMOUS RECIPE FOR A CAUSE.</small>	FROSÉ 8 ⁹⁵ <small><i>Rotating Selection</i> VIBRANT, REFRESHING FLAVORS.</small>

"Simplicity is the ultimate sophistication."

Thank You Quetin

The Royale

CLASSIC AMERICANA.

Step into burger royalty with The Royale, Harriet's elevated take on a timeless classic, inspired by the infamous scene in Pulp Fiction where Vincent Vega waxes poetic about burgers in Amsterdam. Featuring double juicy patties, perfectly melted New School American yellow cheese, and a soft Parkerhouse bun, this burger delivers on every level. It's HOT, COLD, CRUNCHY, SOFT, and absolutely indulgent. Topped with crisp iceberg lettuce, fresh tomato, crinkled pickles, onions, and our signature Good Good Sauce, it's pure Classic Americana with a little European flair. Want to take it to the next level? Add all-natural bacon for a flavor-packed upgrade. The Royale is everything a great burger should be—and more.



Suprise & Delight

Happiness ⚡ Meal

FOR THE KIDDOS

The Happiness Meal is more than just a meal—it's an experience designed to delight our littlest guests. Featuring a perfectly sized single hamburger, your choice of crispy golden fries or wholesome baked apple chips, and an all-natural beverage, this meal satisfies tiny tummies with big flavor. But the fun doesn't stop there! Each meal comes with a custom Harriet's interactive coloring sheet, branded crayons, and a pull-tab prize game inspired by the great Minnesota pastime, where kiddos always win a special item. From the food to the extras, every detail is thoughtfully branded and designed to keep it fun, fresh, and engaging every time. The Happiness Meal is sure to bring smiles all around!



Highly Addictive

Cheese Curds

IYKYK

Get ready to fall in love with our Signature Beer-Battered Cheese Curds—a crispy, gooey masterpiece that’s as irresistible as it sounds. Made with premium white squeaky cheese curds straight from Wisconsin, these flavor-packed bites are beer battered and fried to golden perfection in premium oil. The result? A light, airy crunch on the outside and an oozy, cheesy explosion of flavor on the inside.

Warning: these curds are dangerously addictive!

PRO TIP: Pair them with a side of our signature Good Food Sauce for the ultimate dipping experience.



Crispy & Tender

crispy fries

NOT TOO THICK. NOT TOO THIN.

Experience the ultimate French fry indulgence with our premium Lamb Weston fries. Perfectly golden and sized just right—not too thick, not too thin—they strike the ideal balance between crispy and tender. Each fry is lightly crisped on the outside while staying irresistibly fluffy on the inside. Fried to perfection in premier oil and finished with a delicate touch of salt, they deliver a mouthwatering combination of flavor and texture that's simply unforgettable. Whether paired with your favorite dipping sauce or enjoyed on their own, these fries are a treat you won't want to miss.

FUN FACT:

World Famous Chef, Thomas Keller uses the same fries.



By Boylan Bottling Co.

All Natural Soda

SMALL BATCH SODAS

At Harriet's Hamburgers, we're proud to serve Boylan Bottling Co. sodas—a perfect match for our commitment to quality and tradition. Since 1891, Boylan has been crafting small-batch sodas using all-natural ingredients and pure cane sugar instead of refined white sugar, delivering a crisp, authentic taste that's second to none. Choose from a variety of signature flavors, including Cane Cola, Cherry Cane Cola, Birch Beer, Ginger Ale, Lemon Lime, and Orange. These sodas pair perfectly with our burgers and fries, bringing a touch of classic Americana to every sip.



Our Flagship Offering

The “OG”

OUR SIGNATURE VERSION OF AMERICA’S FAVORITE SANDWICH

Meet The OG, Harriet’s ultimate homage to America’s favorite sandwich. After testing over 100 combinations of ingredients, techniques, and layering, we’ve perfected this classic. Featuring two juicy, perfectly seared patties, melty white American cheese, and a soft Parkerhouse bun, this burger is all about balance. Topped with crisp crinkled pickles, fresh onions, and our signature Simple Sauce, every bite delivers pure burger bliss. It’s simplicity done to perfection—timeless, satisfying, and unmistakably Harriet’s.



Housemade & Rotating

Libations ⚡⚡⚡



AQUA FRESCAS



FROISÉ



LAGER



BUBBLES

At Harriet's Hamburgers, our drink offerings are designed to complement our bold flavors with refreshing variety. Enjoy our housemade Agua Frescas, featuring vibrant, rotating seasonal flavors crafted fresh daily. Pair your meal with our Signature Lager, a crisp and light beer that captures the perfect bonfire vibe. For a unique twist, try our Froisé, a frozen rosé experience in a range of rotating flavors, adding a delightful chill to your day. Each beverage is crafted with care, offering the perfect refreshment to enhance your visit to Harriet's.

4th Generation Recipe

Monster Cookies

COOKIES WITH A CAUSE.

End your meal on a sweet note with Henry's Famous Monster Cookies—a delightful treat with a heartwarming story. Based on a 4th-generation family recipe, these cookies were perfected by Henry Haubehofer, a local kid-preneur, during the pandemic when he turned his love of baking into a thriving business. Gluten-free and made with oats, peanut butter, M&Ms, mini M&Ms, and chocolate chips, they're perfectly sweet and utterly satisfying—a perfect companion to your burger feast.

Even better, every cookie supports a cause close to Henry's heart. With each purchase, a donation is made to Halfway There Rescue, a local nonprofit dedicated to saving animals in need. Treat yourself and make a difference with Henry's Famous Monster Cookies!



Dip, Drizzle & Discover

Sauces

HOUSEMADE WITH REAL INGREDIENTS.

At Harriet's, we believe great sauces make great meals, which is why we craft all of our signature sauces in-house with better, cleaner, real ingredients and fresh herbs. Free from dyes, excessive sugars, and unnecessary stabilizers, these chef-made creations are as wholesome as they are delicious.

DILLY RANCH – A fresh, herbaceous twist on a classic favorite with a bright, tangy kick.

GARLIC AIOLI – Smooth and creamy with just the right amount of roasted garlic goodness.

GOOD GOOD SAUCE – A bold and zesty house signature that's a little sweet, a little smoky, and totally addictive.

SIMPLE SAUCE – Straightforward, flavorful and perfect for bringing everything together.



Stylish & Functional

Limos

ULTIMATE PARTY PACK.

Introducing The Limo—Harriet's new insulated vessel that's as stylish as it is functional! Long, sleek, and branded to turn heads, The Limo is the perfect way to serve up a feast for a crowd. Whether you're ordering a 10-pack of fries, 10 hamburgers, or a Family Pack, this oversized beauty keeps your food hot and fresh while delivering it in style.

Ideal for parties, gatherings, or any occasion where you need to feed a group, The Limo makes sharing your Harriet's favorites easier and more fun than ever. Take your meals to the next level and deliver to your friends with flair!



Secret Menu Item

Jucy Lucy

SIGNATURE MINNESOTA STUFFED CHEESEBURGER

For those in the know, Harriet's offers a secret menu item with a rich history and a cult following straight from Minneapolis, Minnesota. Meet The Secret Stuffed Cheeseburger—a simple yet extraordinary creation inspired by the legendary Matt of Matt's Bar, to whom we give all the respect and accolades for inventing this masterpiece.

This burger features a patty stuffed with an oozy, molten, waterfalling cheese center that bursts with flavor in every bite. Topped with crisp crinkled pickles and served on a classic bun, it's a tribute to a timeless classic done Harriet's way. Supplies are limited—only 20 made fresh daily—so be sure to ask if you're feeling adventurous. Trust us, this secret is worth sharing!



A cartoon illustration of a young girl with blonde hair in a ponytail, wearing a green superhero suit with a yellow lightning bolt on the chest. She is smiling and gesturing with her hands.

COMMUNITY

Two yellow lightning bolts.

*Be Good At What You Do.
Be Good To Others.*



Harriet's is as much about being good to people as it is about making good food.

Meet Harriet's **BE GOOD** *Crew*

HELPFUL HARRIET IS ON A MISSION TO **SPREAD KINDNESS**
AROUND OUR COMMUNITY AND BEYOND.

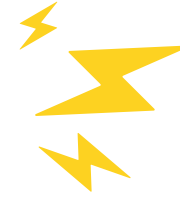
SHE TRAVELED AROUND THE QUEEN CITY IN
HER CHARIOT, ASSEMBLING A CREW OF SUPPORTIVE,
CARING, AND DOWNRIGHT GOOD FRIENDS!





Spreading The Love

RANDOM ACTS OF HAPPINESS



GIVING (EVERY) TUESDAYS

Every Tuesday a free meal is given out at random to one happy customer. Why? We hope that by inspiring kindness at our counter, we can encourage others to pay it forward.



MONTHLY MEAL DONATIONS

At Harriet's, we believe sharing a meal – and a smile – is an act of kindness. That's why once a month, we select a group of heroes in our community to surprise with a free meal.



SHARE CHARLOTTE PARTNERSHIP

We're proud to partner with SHARE Charlotte to highlight local do-gooders, raise awareness for incredible organizations, and – of course – give back in the best way we know how.

Special Event Fun

HARRIET'S CHARIOT ⚡⚡⚡

Meet Harriet's Chariot, our all-electric vehicle that embodies Harriet's Hamburgers' commitment to sustainability and community.



This eco-friendly chariot is more than just transportation—it's a symbol of our dedication to making a positive impact. Whether it's delivering delicious meals to local events, supporting charitable meal donations, or offering delivery service at select locations, Harriet's Chariot combines cutting-edge electric technology with our passion for great food and responsible practices. Keep an eye out for Harriet's Chariot, bringing smiles and burgers wherever it goes!





Blending classic Americana nostalgia with a fresh, modern edge.

HARRIET'S HAMBURGERS

hot & fast



Retro, Yet Modern

SPACE DESIGN

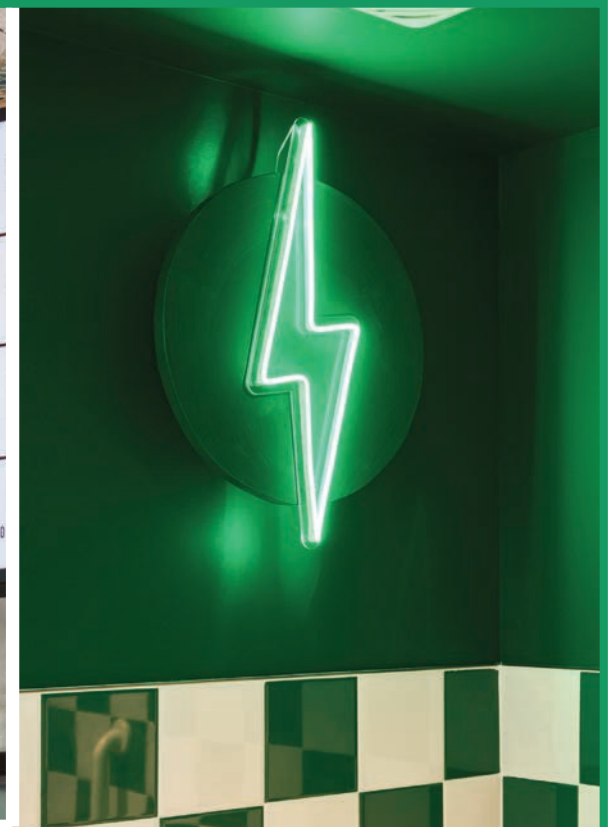
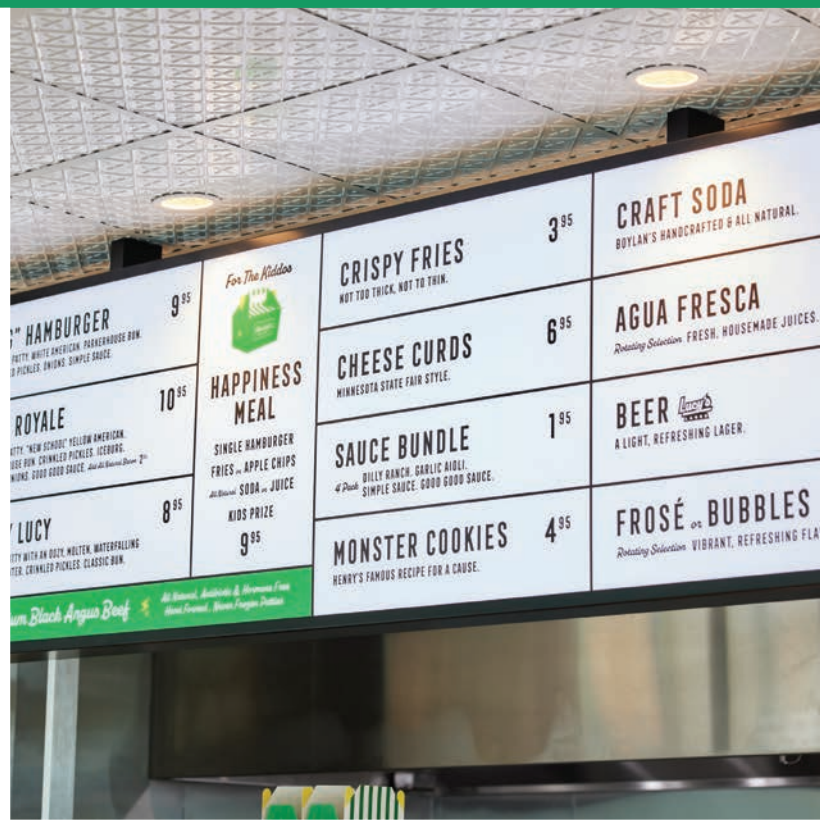
MODERN, YET NOSTALGIC.

- Authentic & Familiar
- Impactful & Bold
- Classic & Timeless

PERIOD STYLE DETAILS, MATERIAL & ELEMENTS

- Rounded Formica Countertop with Profile Edge
- Classic Tile Patterns
- Streamlined, Simple Queuing & Signage
- Modern-Retro Fixtures & Furniture

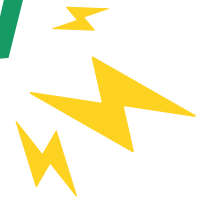






ADDY AWARDS

AWARD WINNING DESIGN



ADDY AWARDS

2 Gold (Regional)

1 Gold (Carolinas)

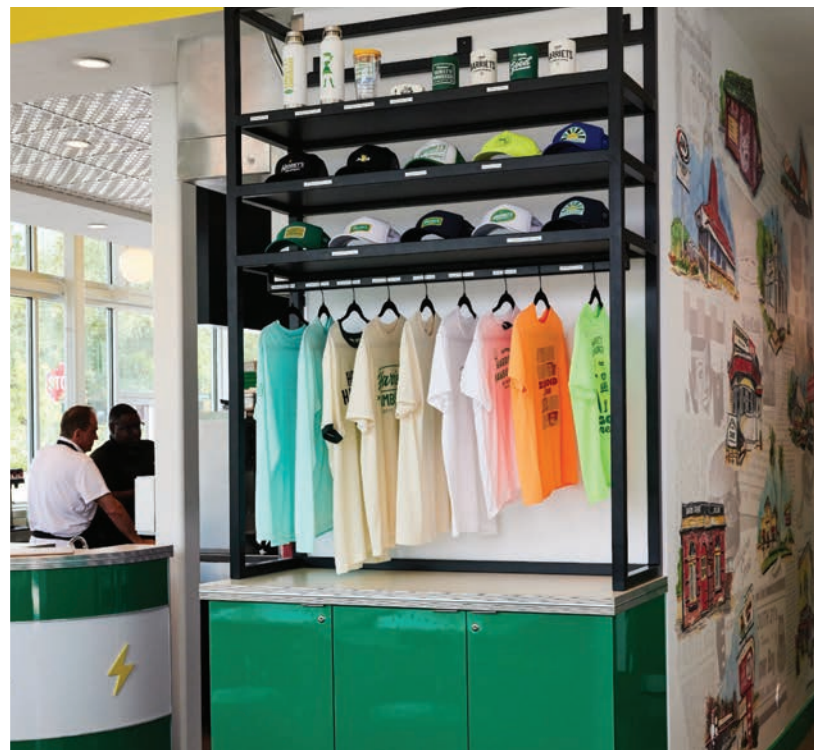
1 Silver (Carolinas)

- **Integrated Brand Identity Design**
- **Marketing Campaign**
- **Interior & Exterior Design**
- **Singular Advertisement**





"The details are not the details. They make the design."







FAMOUS
⚡
HARRIET'S
Hamburgers
CLT NORTH U.S.
CAROLINA of A.

“JUST BE GOOD”