

Burger stores take off

by michael gill

SIZING up the international burger scene has paid off for Justin Bell with his successful Jus Burgers eatery in Leederville and now a second shop in Subiaco.

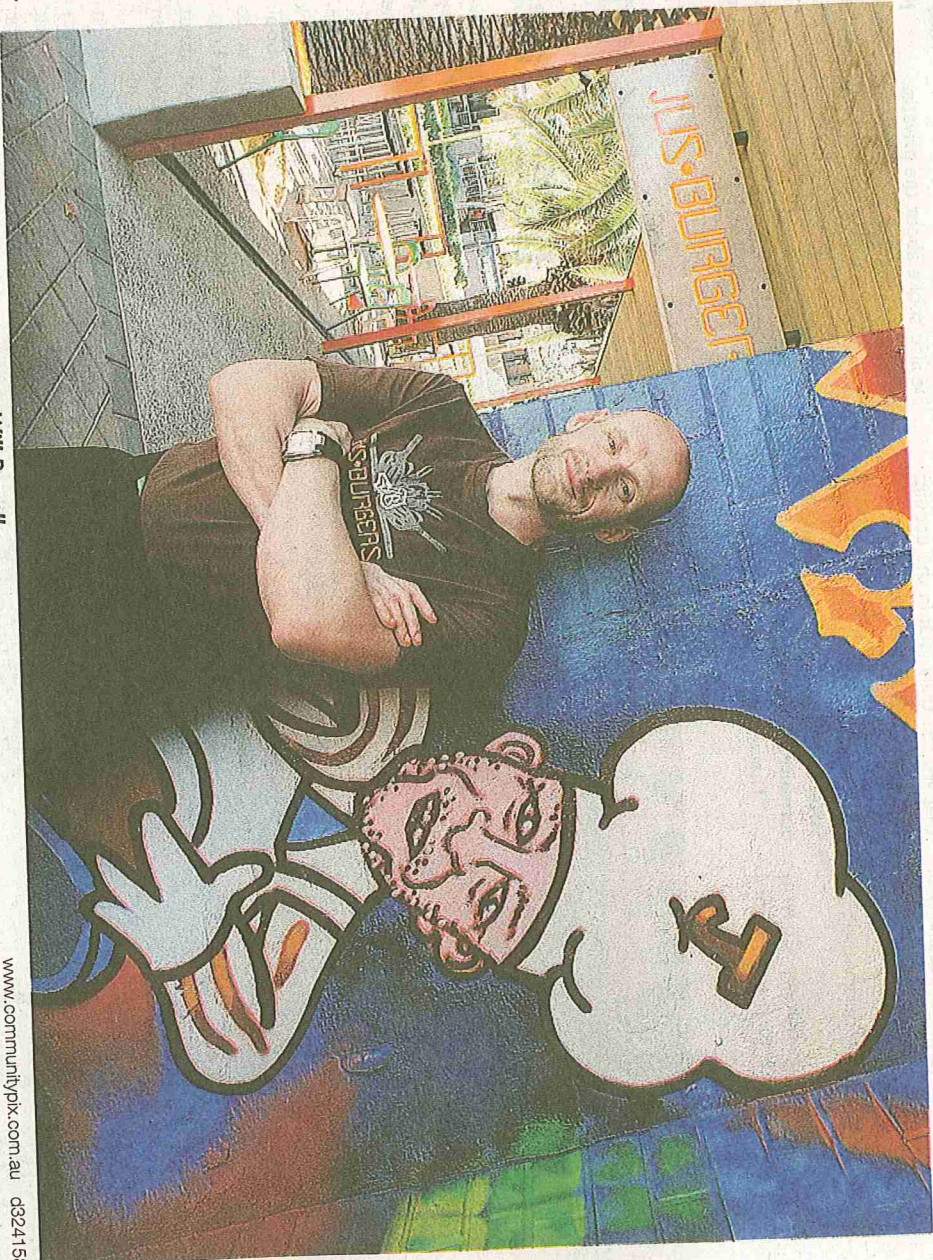
The idea for the business came about after a visit to London a few years ago and checking in with a friend who had gone on to start a gourmet burger bar.

Mr Bell then did his homework by visiting Australia's east coast as well as Dubai and Singapore to look at the burger trade along with "a quiet" 12 months at home to develop his business plan for a Perth counterpart.

Once the popular Leederville store opened in January, people were soon lining up around the corner for menu items like The Muller, The Pommy Burger and Roo Burger.

Some nine months later he settled on a site "that doesn't really work" at the corner of Rokeby and Roberts Roads as the right choice for his second shop, which opened last month.

"It's more in keeping with my concept of a smaller quirkier type shop, rather



Justin Bell... excellent start. Picture: Will Russell

than being on the shiny strip — I felt I had a game plan to pull it off with the alfresco area and two great palm trees.

"Having two sites in my first year is something I'd never dreamed of."

Each of the stores moves through about 2200 burgers a week and Leederville store has already clocked up lunch orders of 200 burgers in just its third week of operation.

The secret of his success,

Mr Bell said, was a combination of fresh ingredients — no freezers allowed — as well as the right locations, offering value for money and quality food.

"I'm looking at a third

store in 2010, possibly opening two next year — but first it's a matter of settling down in Subiaco," he said. "I'm as pleased as punch, and really couldn't have wished for a better start."

www.communitypix.com.au d324158