

Bite From *The White*

WHITE BURGER

by Serhat Doğramacı

Franchise Catalog

WHITE BURGER

by Serhat Doğramacı





Our Brand Story & Achievements

A WORLD-CLASS BRAND EXPERIENCE FROM
TURKEY'S FIRST SMASH BURGER CHAIN

White Burger began its culinary journey with the opening of its first branch in Istanbul Moda in 2022. As of the end of 2025, it continues its growth by reaching a total of 20 branches across **Türkiye, including Istanbul, Ankara, Izmir, Konya, Bursa, and Kocaeli**. As part of our international structuring, our operations in **Erbil, Iraq** are conducted under a **Master Franchise model** and have been in service since 2023.

WHITE BURGER

by Serhat Doğramacı

Başkent Grup Restaurant Operations Inc. is a well-established and visionary organization that has founded numerous brands, embracing quality, originality, and sustainable success as its core principles in the food and beverage industry.

With brands that have each made a unique impact in their respective fields, the group combines **customer satisfaction with culinary discipline and operational excellence. Standing out with its investments that add value to Turkish gastronomy, Başkent Group blends traditional flavors with contemporary presentation—shaping** not only dining habits but also setting new standards in the industry. Its position in the sector continues to grow stronger with each passing day.

Şefimiz & Konsept Yaratıcısı:

SERHAT DOĞRAMACI

One of the first chefs to introduce the smash burger movement in Türkiye, Serhat Doğramacı gained first place in 2020 on MasterChef Türkiye, a competition with significant international prestige, and played a leading role in shaping the White Burger menu with his original recipes.

In 2025, at Mezra Yalıkavak, operated under the umbrella of Başkent Group, he was awarded “Best Young Chef” by the Michelin Guide; in the same year, he also earned the Michelin Green Star for his sustainable culinary approach.

In 2026, he elevated this success to the next level by receiving both the Michelin Star and the Michelin Green Star for the second consecutive time.

Around the world, it has also been honored with 2 hats in the Chef’s Table category by the prestigious global gastronomy guide Gault&Millau in 2026.



Chili Smash



Beef Rib Burger Patty, Burger Cheese, Jalapeño Peppers, Spicy Sauce.

Truffle White Smash



Beef Rib Burger Patty, Burger Cheese, Crispy Onions, Truffle White Sauce.

Simple Smash



Beef Rib Burger Patty, Burger Cheese, Simple Sauce.

We Pioneered Many Firsts

White Burger holds the distinction of being the **first brand in Turkey** to implement the **Smash Burger concept as a chain model**. From the burger's cooking technique to its serving style, from interior design to kitchen operations, we have popularized this **next-generation approach** in every step of the process.



WHITE BURGER
by Serhat Doğramacı

WHITE BURGER
by Serhat Doğramacı



CEKINIZ



WHITE BURGER

by Serhat Doğramacı

CERTIFIED QUALITY BY OUR INTERNATIONALLY AWARD-WINNING CHEF

White Burger has proven its success not only through customer appreciation but **also through the recognition of internationally prestigious organizations.**

**Gault &
Millau**

White Burger was honored with the
“**Street Food**” award by **Gault &
Millau**, one of the most prestigious
culinary guides in the world.



MICHELIN

Our chef, **Serhat Doğramacı**,
was awarded the title of
“**Young Chef**” in 2025.



MasterChef

Our chef, **Serhat Doğramacı**, **won first
place in MasterChef Turkey in 2020.**



WHITE BURGER

by Serhat Dođramaci

QUALITIES WE LOOK FOR IN A FRANCHISEE



Having business management skills and at least **3 years of commercial experience**



Possessing **strong leadership qualities**



Actively participating in training sessions **together with their team**



For investor groups in particular, showing a **clear commitment to working with a professional operator**



The **White Burger franchise system** offers a great opportunity for investors looking to partner with a strong brand in the field of gastronomy. With our **corporate infrastructure, operational support, robust procurement network, and brand recognition**, we invite you to join a **profitable and sustainable business model**.

White Burger Food Industry Inc.
Franchise & Investor Relations Department

WHITE BURGER

by Serhat Doğramacı



● Our Certifications ●



Our Branches ●

İstanbul

Ataşehir

📍 Apt 4, 2/A Ahlat St, Watergarden Barbaros Neighborhood, 34746 Ataşehir, Istanbul, TURKEY

Beşiktaş

📍 No: 12 Süleyman Seba Ave Sinanpaşa Neighborhood Akaretler, Beşiktaş, Istanbul, TURKEY

Beylikdüzü

📍 No: 14F Ulusum Ave, Marmara Neighborhood, Deniz Istanbul Beylikdüzü, Istanbul, TURKEY

Maltepe

📍 Apt 236, No: 1 Siteleryolu St, Hilltown Mall, Aydınevler Neighborhood Maltepe, Istanbul, TURKEY

Kadıköy

📍 No: 1, Söğütliçeşme Ave., Osmanağa Kadıköy, Istanbul, TURKEY

Nişantaşı

📍 No: 162 Teşvikiye Ave, Nişantaşı City's Mall, Teşvikiye Neighborhood Şişli, Istanbul, TURKEY

Ümraniye

📍 No: 62/A Balkan Ave, Meydan Istanbul Mall, Fatih Sultan Mehmet Neighborhood Ümraniye, Istanbul, TURKEY

Yeniköy

📍 No: 122/B Köybaşı Ave, Yeniköy Neighborhood Sarıyer, Istanbul, TURKEY

Bakırköy (Coming Soon)

📍 Kuru Florya Mall No: 46, Ekşi Nar St., Şenlikköy Neighborhood Apt. No: 1, Bakırköy, Istanbul, TURKEY

Eyüpsultan (Coming Soon)

📍 Florentina Village Luxury Designer Outlet Mall No: 13, Istanbul Ave., İhsaniye Eyüpsultan, Istanbul, TURKEY

Başakşehir (Coming Soon)

Ankara

Bestekar

📍 No: 72/4 Bestekar St, Remzi Oğuz Arık Neighborhood Çankaya, Ankara, TURKEY

Söğütözü

📍 Armada Yaşam Merkezi No: 7A/11, Nergiz St., Beştepe Neighborhood Yenimahalle, Ankara, TURKEY

Ümitköy

📍 No: 7, 1949 St, Mutlukent Neighborhood Çankaya, Ankara, TURKEY

Yenimahalle

📍 No: 27/F Anadolu Blvd, Macun Neighborhood Yenimahalle, Ankara, TURKEY

Our Branches ●

İzmir

Bayraklı

- 📍 No: 1, 1586/3 St, Adalet Neighborhood
Bayraklı, İzmir, TURKEY

Karşıyaka (Coming Soon)

- 📍 No: 5A, Cemal Bülbul St., Bostanlı Neighborhood
Karşıyaka, İzmir, TURKEY

Antalya

Lara

- 📍 A2 Entrance, No: 43G, Tekelioğlu Ave., Fener
Neighborhood Muratpaşa, Antalya, TURKEY

Bursa

Nilüfer

- 📍 No: 9B/A Fatih Sultan Mehmet Blvd,
Barış Neighborhood Nilüfer, Bursa, TURKEY

Gaziantep

Şehitkamil

- 📍 T Block, No: 1/J, 148185 St., Banetti Ave., 15 Temmuz
Neighborhood Şehitkamil, Gaziantep, TURKEY

Sakarya

Serdivan

- 📍 No: 314B, Çark Ave., Arabacıalanı Neighborhood
Serdivan, Sakarya, TURKEY

Irak

Erbil (Dream City)

- 📍 Erbil Grand Majidi Mall

Konya

Karatay

- 📍 A Block, No: 108A Ali Ulvi Kurucu Ave, Araplar
Neighborhood Karatay, Konya, TURKEY

Meram (Coming Soon)

- 📍 No: 10A Bakımlı St, Ateşbaz Veli Neighborhood
Meram, Konya, TURKEY

Kocaeli

İzmit

- 📍 Mars Yaşam Merkezi No: 5B/5C, Özyıldırım St.,
Yahyakaptan Neighborhood İzmit, Kocaeli, TURKEY

Tekirdağ

Çorlu

- 📍 A1 Block No: 6C, Cumhuriyet Blvd., Alipaşa Neighborhood
Çorlu, Tekirdağ, TURKEY

Kayseri

Talas

- 📍 No: 18A, Oğulcuklu 2nd St., Yenidoğan Neighborhood
Talas, Kayseri, TURKEY

Malatya (Coming Soon)

Yeşilyurt

- 📍 A Block, No: 26 AB, Abdurrahman Gazi Ave.,
Karakavak Neighborhood Yeşilyurt, Malatya, TURKEY

Bite From *The White*

WHITE BURGER

by Serhat Doğramacı



www.whiteburger.com



[@whiteburgertr](https://www.instagram.com/whiteburgertr)



0 (850) 441 13 77



iletisim@baskentgrup.com.tr



Apt 3, Block B, Çelik Business Center, No: 5 Maslak Ayazağa Ave, Ayazağa Neighborhood Sarıyer, Istanbul, TURKEY