

MAD IN
MANCHESTER



BRAND DECK
2025

GOODS

WHO WE ARE?

Made in Manchester in 2018.

We create exceptional fast-casual food for the people of the city; ridiculously delicious burgers, waffles, shakes, sides and sauces.

Our mission is to deliver an experience, not just a meal.

Always fresh, always fun, always served with a smile.





OUR VISION



Our aim is to become the UK's favourite fast-casual dining destination.

By 2030, we want to have opened 30 stores, inside the city and beyond.

Whether customers dine in or enjoy the Shakedown experience delivered direct to their door, we want to make the tastiest, freshest food and first-class Manchester hospitality accessible to all.

We want to become an important part of the communities we serve in and use our success to support local causes in the area.

OUR LOCATIONS

Manchester

WITHINGTON Opened: 2019
533 Wilmslow Road, Withington,
Manchester, M20 4BA

WYTHENSHAW Opened: 2021
4 Ledson Road, Wythenshawe,
Manchester, M23 9GP

CHEADLE HULME Opened: 2022
Metropolitan House, Station
Road, Cheadle, SK8 7AZ

Edinburgh

ST JOHN'S ROAD Opened: 2023
259 St Johns Road, Corstorphine,
Edinburgh, EH12 7XD

Newcastle

CAVENDISH ROAD Opened: 2025
6 Cavendish Road, Jesmond
Newcastle, NE2 2NJ





DESIGN

FLAGSHIP STORE CHEADLE HULME



RESULT





OUR VIBE

"The best in Manchester"

Our loyal customer base (20k followers and rising on Instagram) has a high disposable income and is in the 20-40 age bracket.

Shakedown has become **THE** place to kickback and catch up with friends and the best fast 'n' fresh home delivery option for young families.

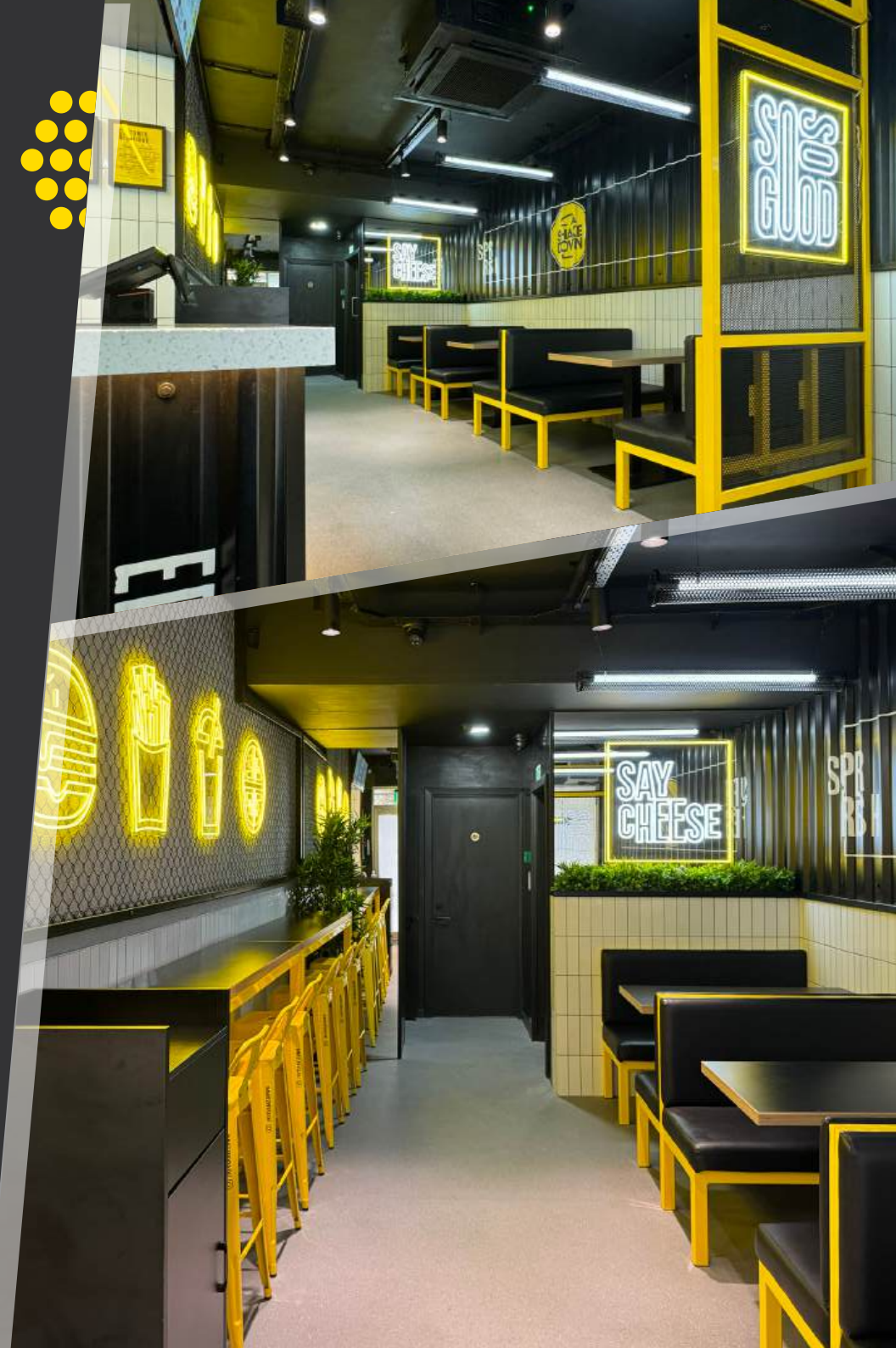
The vibe of the Shakedown tribe is chilled but fun, fast but relaxed.

EXPANSION PLANS

We are seeking high-footfall areas in town centres across the UK.

OUR PREFERENCES:

- 1,500 sq ft min | 2,000 sq ft max
- Ground floor
- Close to other fast-food outlets
- A5 licence use (12 noon to 12 midnight)
- Freehold or leasehold
- Space for drive-thru/customer parking
- Zero double yellow lines or railings
- Distressed sites considered



FRANCHISING

We are always looking for passionate franchisees to help expand our brand.

We have franchising opportunities available throughout the UK and internationally. with particular areas of interest; Canada, Dubai, London, Bath, Bristol, Cardiff.

Estimated Capital Expenditure:
+£250,000



SHAKEDOWN

GET IN TOUCH...

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