

Asia Franchise & Business Opportunities Publishes Article by Carl Zwisler on the Rise and Fall of Burgerim

July-September 2021

Carl Zwisler wrote the article "Franchisor to Refund US\$57.7 Million to 1550 Burgerim Franchisees and to Pay US\$4 Million in Civil Penalties" in *Asia Franchise & Business Opportunities*, which outlines the rise and fall of franchisor Burgerim. Between 2015-2019, the franchisor had approval from the California Department of Financial Protection and Innovation to sell franchises. However, over the course of this period only 130 of 1550 franchise purchasers opened restaurants, and in 2019 Burgerim's CEO fled the country leaving the franchisor effectively insolvent. In the article, Carl discusses how this scandal may have come to pass, which U.S. franchise sales have effectively prevented for 50 years, and proposals to prevent the situation from reoccurring.