

Vegan burger bar founded by influencer Monami Frost enters administration after shock closure

A vegan burger restaurant business that had sites in Manchester and Liverpool has entered administration after announcing its closure last month.

Frost Burgers was founded in 2018, by social media influencer Monami Frost and offered an 100% plant-based menu, serving burgers, fries and milkshakes.

Last year the company achieved a turnover of £515,811 but ceased trading last month, [blaming the cost of living crisis](#).

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Frost Burgers had restaurants on Portland Street, Manchester and Wood Street, Liverpool

Paul Stanley and Jason Greenhalgh of Begbies Traynor were appointed as joint administrators of Frost Burgers Limited on October 7, 2022.

Begbies Traynor is now looking for someone to buy the leases and the assets including ready-made commercial kitchens.

Paul Stanley, North West regional managing partner at Begbies Traynor, said: “Despite gaining an excellent reputation, Frost Burgers has become just one of the many businesses within the hospitality sector that have experienced financial distress. Restaurants in particular, are struggling to afford raw ingredients and many are struggling with their energy bills.

“The hospitality sector is also taking a huge hit from labour shortages as well as debts accrued over lockdowns, including bounce back loans. It is likely that more restaurants will find themselves in a similar position as we progress towards the end of 2022.”

The company’s Manchester site opened last year following the successful launch of its Liverpool location.

In a statement released on Instagram in August, Frost Burgers said: “Getting the chance to grow Frost Burgers was amazing, and we couldn’t be more proud of the incredible team at our Manchester branch, who have knocked it out of the park and captured what Frost Burgers is all about these last eight months.

“We kept going as long as we could for them but unfortunately the multiplying costs have gotten too much to give them what they need.

“We knew expanding the business post pandemic had its risks, but with all the support [our Liverpool branch](#) had received we were confident Manchester would be a success.

“Then the current financial situation hit: inflation, increasing food prices, energy bills, supplies and the rapid rise of cost of living has forced us into a situation we cannot come back from.

“It’s a really hard time for any small businesses and we send our love and support to all those still fighting.”

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