Factsheet

Name: **Business Heroes: Street Grub**

Genre: **Tycoon / Management / Strategy / Simulation**

Platforms: **PC (Steam)**

Release: **1.0 Releases on 2 December 2025**

Price: **$19.99**

Developer: **Visionaries**

Publisher: **Visionaries (Global), Hawthorn Games (China Only)**

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# One-line pitch

Start broke on a burger bike. Build your fortune by selling, well… just burgers.

# Short description

A strategic tycoon/management game about starting small, getting better, and making it big. Make your decisions at night. Watch them play out by day. Outsmart rivals, ride good events, and keep the lines moving.

# Longer description

A strategic tycoon/management game where you start broke on a burger bike and build a street-food brand one smart choice at a time. At night, you set the plan: recipes, prices, upgrades, hiring, and marketing. By day, you see it play out on the street: lines that flow, rushes that test you, rivals you outthink. Weather and events shake things up, but good calls add up. You sell out before sunset, receive a glowing review, and then the next stand opens. Framing it all is Master Lee’s final challenge to find a worthy successor. Keep your business alive, grow faster than the rest, and meet his hidden conditions. Street Grub focuses on clear choices and real outcomes, so starting small, getting better, and making it big feels natural.

## What do you actually do?

* Create burger recipes people want to buy.
* Set fair prices that still make you money.
* Plan upgrades and expansion without burning cash.
* Spend on marketing when it matters.
* Hire, train, and look after your team.
* React to weather, events, and the economy.

At night, you decide. By day, you see if it works.

### Moments you’ll remember

* Selling out before sunset as the sky turns gold.
* Flipping a price war and winning the crowd back.
* Catching a glowing review that stretches tomorrow’s line.
* Riding an econoimic boom and opening the next stand.

### Why it stands out

**Strategic Depth**

Beyond the day-to-day operations, keep an eye on city-wide economics, adapt to market fluctuations, and make data-driven decisions using in-depth financial reports. Each city offers unique market conditions and currencies, making every playthrough a new challenge. Starts small, scales big: no clutter, just momentum.

**Turn-Based Strategy**

Make most of your business decisions at night and watch the results unfold during the day. Every choice, no matter how small, impacts your path to success.

# Gameplay Modes

**Single Player**: Dive into Career Mode and experience the thrill of building a food truck empire or unleash your creativity in **Sandbox Mode**. You’ve mastered the craft, test your skills in **Ranked Challenge Mode** vs your friends.

# Player impressions

“Great management game… really rewarding when everything works out.”

“I stretched my expenses too far and went bankrupt—surprising and fun, like the classics.”

“Reminds me of the tycoon games I grew up with—weighty, enjoyable, easy to recommend.”

“Feels like a modern Lemonade Tycoon. Relaxing, but you still care about every decision.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

“Clean, satisfying, and way deeper than it first looks. One run turned into an entire evening.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

“Love how it teaches real business thinking without ever feeling like homework.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

“A grounded food truck sim with charm, humour, and actual numbers you can dig into.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

“Great foundation already. Feels like a classic tycoon game made by people who get the genre.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

“Didn’t expect much, ended up hooked on perfecting my tiny burger stand.” [Steam Community](https://steamcommunity.com/app/1429080/reviews/?browsefilter=trendyear&p=1)

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