



BURGERFUEL WORLDWIDE PRESS RELEASE

Wednesday 21st November, 2012

BURGERFUEL WINS FRANCHISE EXPORT AWARD

Much loved New Zealand burger franchise, BurgerFuel, has won the “Franchise Export” of the Year award at the Westpac New Zealand Franchise Awards 2012.

The judges praised BurgerFuel for not just selling high quality, gourmet products, but also for developing the company into a specialist exporter which sources raw materials from New Zealand wherever possible. The products that BurgerFuel send overseas are extensive, exporting anything from their 100% pure New Zealand grass-fed beef to a complete store fit out, ensuring that the products and service they provide their customers, remains of a consistently high quality standard, in all export countries.



The BurgerFuel crew celebrating with Charles Haddrell from New Zealand Trade and Enterprise.

BurgerFuel now has stores as far away as Iraq, Dubai and Saudi Arabia with plans to open in Egypt and other Middle Eastern territories in the next year, making them firmly established in the international market and in the exporting industry.

The award also takes in to account critical success factors such as outstanding systems that ultimately lead to a company's ability to scale into new markets.

BurgerFuel says that whilst it's also growing its chain in New Zealand, having just opened its 30th store here, its focus is firmly on its objective of becoming a global brand. BurgerFuel works with New Zealand Trade & Enterprise and is a recognised NZTE "Beachheads" company.

BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is listed on the New Zealand stock exchange (NZAX). BFW shares are currently trading at \$1.12.

ENDS

Further information:

Alexis Lam

021 586 778

communications@burgerfuel.co.nz

www.burgerfuel.com