



BURGERFUEL WORLDWIDE PRESS RELEASE

Wednesday 15th January, 2014

BURGERFUEL CHRISTCHURCH BREAKS OPENING DAY SALES RECORD



BurgerFuel's new store in Riccarton

A long awaited day for Christchurch burger addicts arrived this week, with BurgerFuel's first Christchurch store opening in the Bush Inn Centre, Riccarton. The store has set an opening day sales record for the brand in New Zealand, a testament to the city's enthusiasm for BurgerFuel's famous gourmet burgers.

Christchurch based fans have actively campaigned to get the New Zealand gourmet burger chain to bring their famous burgers to the city through social media and other channels. Some took their BurgerFuel addiction to the next level, like Christchurch resident Mark Anderson who took to trafficking burgers home on the plane from Auckland so he could get a BurgerFuel fix in his home town.

Mark comments "They're the best burgers I've ever had. We use trips to Auckland as an excuse to get BurgerFuel - I bring it back and have Bastard burgers for breakfast".

Craig Notman, General Manager of BurgerFuel New Zealand commented, "The people of Christchurch have been especially vocal in their wish for BurgerFuel to open in their town. We're thrilled that we have brought our freshly built gourmet burgers to the city".

The store is being opened with local franchisees Stephan Schaefer and Malte Herzhoff. Malte comments, "We've been working on BurgerFuel Christchurch for a long time and it is great to be open. Local excitement and anticipation around the opening has been huge and setting the opening day record this week has given us even more confidence that BurgerFuel will be a welcome addition to our Christchurch community".

ENDS

About BurgerFuel Christchurch

BurgerFuel Christchurch is located in the Bush Inn Centre in Riccarton. The large site has allowed BurgerFuel to install their largest number of seats out of any of their New Zealand based restaurants to date and seats around 100 diners inside and out.

About BurgerFuel Worldwide

BurgerFuel Worldwide (BFW) is publicly listed on the NZ Stock Exchange as a NZAX company. The company offers high end, freshly built gourmet burgers and currently operates 55 restaurants across New Zealand, Australia and the Middle East. The founding directors are Chris Mason and Josef Roberts. For more information visit www.burgerfuel.com.

BFW shares are currently trading at \$2.80.

Further Information

Kate McGahan

021 858 619

communications@burgerfuel.com.nz

www.burgerfuel.com