



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL DEMANDS FREEDOM!



BurgerFuel's gourmet free range chicken burgers left to right; Flame Thrower, Bacon Backfire and Burnout

BurgerFuel has announced it will now use only 100% free range chicken in all gourmet burgers and sides at BurgerFuel restaurants in New Zealand.

This move to using free range chicken comes after years of BurgerFuel working to secure a sustainable supplier of free range chicken that could meet social goals, high stock requirements and guarantee nationwide supply.

BurgerFuel serves freshly built, gourmet burgers using wholesome, natural ingredients and products crafted to their own recipes. The company has a number of chicken burgers that use 100% free range, char-grilled butterfly cut chicken breast for flavour as well as a popular side, Chicken Fenders, which are made from 100% free range chicken tenderloins.

BurgerFuel Marketing Manager Alexis Lam comments: "The move to using only 100% free range chicken is something we have been working on for a long time. It means we can continue to deliver our customers a great tasting product, while making sure we use the highest quality chicken available".

Lam continues: "We've always been known for our efforts to serve up the most natural, wholesome and healthy ingredients to our customers and free range chicken is another great accomplishment in this area for us".

All chicken available in BurgerFuel restaurants is now 100% free range and certified with the SPCA Blue Tick. This ensures that all chicken served is sourced from farms that are audited independently on a regular basis and that comply with the SPCA Blue Tick 'five freedoms'.

Research by the Poultry Industry Association NZ has shown that free range chicken currently makes up only approximately 8% of the market in New Zealand. BurgerFuel hopes that by offering it in all of their restaurants nationwide they may be able to help this figure to rise.

Alexis Lam finishes: 'This move is not about following a market change, it's about us leading a change in the market. We're passionate about burgers, as well as everything that goes into them and using free range chicken is a huge part of this'.

BurgerFuel is a global gourmet burger chain, born in the NZA (New Zealand Aotearoa) with a mission to provide the ultimate experience in gourmet burgers, incorporating delicious, fresh, natural ingredients in an atmosphere as charged as its food.

For more information

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