



## BURGERFUEL WORLDWIDE PRESS RELEASE

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# BURGERFUEL OPENS IN EGYPT



BurgerFuel Worldwide has opened their first store in Egypt over the weekend, a huge milestone for the brand that now has stores in four markets in the rapidly developing region of Middle East North Africa (MENA).

The restaurant is located in one of Cairo's most affluent suburbs, Maadi. Cairo is the largest metropolitan area in the MENA region, and the 10th largest urban area in the world. It is BurgerFuel's first store in North Africa, and joins 20 other BurgerFuel outlets in the MENA region, located in Saudi Arabia, Dubai, Abu Dhabi and Iraq.

BurgerFuel has opened the restaurant with key local partner Wadi Degla, a large and well known Egyptian company with interests across telecommunications, property development and food and beverage operations. The company also operates Egypt's largest private health, sports and leisure compounds, with each of the clubs hosting eight to nine separate food outlets to service the 30,000 strong members only community.

Wadi Degla also has close ties to the football world with ownership of Egyptian and Belgian premier

league teams, both linked to the English club Arsenal's development programme.

Ahmed Amin, CEO of Wadi Degla, comments: "We're thrilled to have opened the first BurgerFuel restaurant in Egypt. We're certain that the combination of the resources of BurgerFuel Worldwide and Wadi Degla will result in a significant business in a market with a population of more than 80 million people".

BurgerFuel's Chris Mason comments: "We are incredibly pleased to be in partnership with a company of such great scale. Wadi Degla have fast development potential along with the requisite passion for the BurgerFuel brand. Cairo is an exciting, dynamic city with around 8 million people and it's great to open here".

Mason continues: "We see this store opening as another key strategic milestone for BurgerFuel and a great opportunity to showcase the brand in the rapidly developing region of North Africa which has close connections and proximity to Europe".

*BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is listed on the New Zealand Stock Exchange (NZAX).*

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**For more information:**

**Kate McGahan**

**021 858 619**

**communications@burgerfuel.co.nz**

**[www.burgerfuel.com](http://www.burgerfuel.com)**