



## BURGERFUEL WORLDWIDE PRESS RELEASE

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# BURGERFUEL LAUNCHES ONLINE ORDERING



BurgerFuel has announced the launch of their Online Ordering platform in New Zealand, allowing customers to save time and get straight to the pick-up line.

The platform is available on the BurgerFuel website as well as through dedicated smart phone apps and will save BurgerFuel fans considerable amounts of time, allowing them to create, submit and pay for their orders in advance as well as designate a pick up time.

Dedicated online ordering pick-up points in each BurgerFuel restaurant mean there is no need for customers to join a queue to collect their food and the pre-payment system means all customers need to do once they arrive in store is enjoy their meal.

Sean Munden, BurgerFuel's I.T. Manager says "Alongside creating the very best, most wholesome burgers, we're also constantly looking for ways in which we can improve the BurgerFuel experience for our customers. Offering Online Ordering capabilities opens up a whole new world of convenience for them and means they can order from wherever they are".

Munden continues "We've already seen fantastic results through our beta testing phase and we're excited to launch Online Ordering to the wider New Zealand public".

BurgerFuel General Manager Craig Notman adds "Our core market is made up of digital natives who expect to be able to navigate all aspects of life through their devices. Online ordering makes it possible for BurgerFuel fans to order their freshly built burgers and pay ahead so that their food is ready when they are".

Order BurgerFuel online at [www.burgerfuel.com/order](http://www.burgerfuel.com/order) or download the app on iTunes or the Google Play store for Android.

**ENDS**

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