



## BURGERFUEL WORLDWIDE PRESS RELEASE

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### **BURGERFUEL OPENS 2014 WITH TWO NEW RESTAURANTS**



BurgerFuel's new restaurant in Hataitai, Wellington

BurgerFuel Worldwide (BFW) has kicked off the New Year by opening two new restaurants over the holiday break, in Al Doha, Saudi Arabia and Hataitai, in inner-city Wellington.

Following the recent opening of BurgerFuel Al Hassa, the new store, located in Al Doha, is BurgerFuel's seventh restaurant based in Saudi Arabia, showing just how popular the Kiwi brand is becoming in the Middle East.

BurgerFuel Al Doha is the second BurgerFuel restaurant to be opened inside a development by supermarket giant Safeway and has been set up to cater to the many expat residents of the large Arabian American Oil Company compound (ARAMCO) which is situated close by, as well as to local BurgerFuel fans.

Closer to home, Wellington is celebrating a new addition to the BurgerFuel family with the Hataitai store, located on the corner of Moxham and Taurima Street, being opened to meet increasing demand for BurgerFuel's gourmet offering in New Zealand's capital.

BurgerFuel is opening the store with existing franchisee Paul Longley. Longley says, "The success of my other two stores on Cuba Street and in Lower Hutt made opening a third site in Hataitai a great business decision for us".

Craig Notman, BurgerFuel New Zealand General Manager says "It's fantastic to see another BurgerFuel store open in the capital and to see a franchisee increasing their business with multiple stores. BurgerFuel Hataitai is a great start to 2014".

**ENDS**

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