



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL WINS CUSTOMER SATISFACTION AWARD



Members of the BurgerFuel New Zealand team accepting the award

BurgerFuel has won at the annual Roy Morgan Customer Satisfaction Awards held last week at a gala dinner in Auckland. This is the second year in a row that the gourmet burger brand has taken home the award.

Throughout 2013, Roy Morgan Research surveyed consumers across New Zealand and based on their responses the Quick Service Restaurant with the highest proportion of satisfied customers was awarded each month. BurgerFuel took out the title for all 12 months in 2013, soaring past other competitors in the category and landing the brand the customer satisfaction award of the year.

General Manager of BurgerFuel Australasia, Craig Notman comments: "At BurgerFuel, we aim not only to serve the very best, freshly built gourmet burgers, but to make sure our customer service experience is nothing short of amazing. This award is a true testament to the hard work of our franchisees, and the managers and staff that work in their restaurants across New Zealand. We're very proud to have won the award in all 12 months of last year".

Notman goes on to say: "Investment into our staff and therefore the BurgerFuel culture has always been a big part of what we do. Like our food – it's our people that make the difference. We try hard to scale up customer service in all our restaurants around the world and this award demonstrates that our investment into staff training programmes continues to pay off".

BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is listed on the New Zealand Stock Exchange (NZAX). BFW shares are currently trading at \$2.75.

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Further Information

Kate McGahan

021 858 619

communications@burgerfuel.com.nz

www.burgerfuel.com