



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL OPENS SECOND ROTORUA STORE



Rotorua's second BurgerFuel store launch

BurgerFuel has today opened a restaurant in Fairy Springs, Rotorua - the second in the busy tourist destination for the global Kiwi brand known for engineering the ultimate burger.

Located on a key transport route leading into the thriving tourist hub, BurgerFuel Fairy Springs is situated in close proximity to key adventure and cultural attractions, making it the perfect place for hungry adventure seekers, tourists and locals to refuel.

Craig Notman, BurgerFuel Australasia General Manager says "It's great to see a second restaurant opening in such an iconic New Zealand location. Being so close to key tourist destinations will give the BurgerFuel brand excellent exposure to overseas visitors, as well as give us the ability to keep up with high local demand for our freshly built gourmet burgers".

The new BurgerFuel Fairy Springs store features the latest in BurgerFuel interior design whilst retaining the classic BurgerFuel engineered edge. New style dining and communal tables will make it the ideal destination for group lunches and dinners as well as family dining; and customers will enjoy the increased outdoor seating space. The store also features the new, custom designed 100% recycled and recyclable BurgerFuel 'Enviro-Mental' chairs.

BurgerFuel has opened the store with local franchisee and long-time Rotorua resident Frances Porter, who also owns the successful Tarawera Road BurgerFuel restaurant in Rotorua. She says "After the success of our first BurgerFuel store, we're thrilled to be opening our second store in such a prime location".

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

BurgerFuel Fairy Springs: Cnr Old Quarry and Fairy Springs Roads, Fairy Springs, Rotorua.

For more information

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