



BURGERFUEL WORLDWIDE PRESS RELEASE

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FRANKLIN SPEAKING, "IT'S ABOUT TIME BURGERFUEL PUKEKOHE OPENED"

This week BurgerFuel opened its latest New Zealand store in Pukekohe on the main strip, Edinburgh Street, right at the entrance to the Pukekohe Cinemas.

BurgerFuel Franchisee, Mark Walsdorf, is thrilled to open Pukekohe as his fourth BurgerFuel store and become part of the Pukekohe community. Mark joined the BurgerFuel family in December 2006 when he opened the doors to BurgerFuel Eilerslie as his first store. It wasn't long before he owned another 2 BurgerFuel stores, Sylvia Park and New Lynn, adding to his own BurgerFuel success story.



Customers at BurgerFuel Pukekohe on opening day.

The store incorporates the latest and greatest in BurgerFuel design, which is fitting for one of New Zealand's fastest growing areas in Pukekohe, whose residents have been asking for their own BurgerFuel store for quite some time.

Walsdorf says "I have been keen to open in Pukekohe for a while so I was thrilled when we found the perfect site at the Cinemas. Pukekohe is situated amongst a large farming community who recognise value and appreciate fresh healthy natural ingredients. Don't be surprised if you are sharing a table with motorsport enthusiasts, equestrian riders and your local growers."

General Manager of New Zealand, Craig Notman, says "it is great to see another one of our franchise partners succeeding and expanding his own BurgerFuel empire. It's always a good measure of the franchise model when people are wanting to open a second, third or, in this case, fourth store." Craig is currently working with other existing BurgerFuel franchisees as well as new franchisees on plans to expand into other areas of New Zealand.

BurgerFuel Pukekohe is located in the Pukekohe Cinema 3 building at 85 Edinburgh St, Pukekohe (09 238 0200).

BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is on the New Zealand stock exchange as a NZAX listed company. BFW shares are currently trading at \$1.13.

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