



## BURGERFUEL WORLDWIDE PRESS RELEASE

**Monday 7th October, 2013**

# BURGERFUEL HITS THE STRIP ON CUSTOMS STREET



BurgerFuel's new store in the Dilworth Building, Downtown Auckland.

BurgerFuel has today opened a new store on the busy and vibrant Customs Street in Auckland's CBD, just a short distance away from the thriving hub of Britomart and the downtown business district.

In close proximity to high-rise office buildings, hotels, bars, major shopping areas and the Britomart transport hub, the store will be a welcome addition to downtown Auckland, providing freshly built gourmet burgers to office workers, shoppers, commuters, tourists and city dwellers in the area.

Craig Notman, BurgerFuel Australasia General Manager says "BurgerFuel New Zealand is in an exciting stage of growth and it's great to see another store opening in such a dynamic location. The precinct has gone from strength to strength in the past few years and BurgerFuel is the perfect addition to the area.

The new Customs Street 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 team lunches, after-work dinners and pre-concert dining. The store also features the new, custom designed 100% recycled and recyclable BurgerFuel 'Enviro-Mental' chairs.

BurgerFuel has opened the store with local franchisee Marcus Petraska, who also owns the successful Queen Street branch. He says "After the success of the Queen Street 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). BFW shares are currently trading at \$1.68.

**ENDS**

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