



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL WINS METRO'S 'BEST BURGER JOINT' AWARD



BurgerFuel has again taken out Metro magazine's 'Best Burger Joint' award for 2013 in the influential magazines annual 'Best Of' awards.

Metro's annual awards are designed to showcase the best of the best in Auckland and are decided via a public voting system. More than 143,000 votes were cast in total for the awards, and the win shows that the kiwi brand with a global presence is still coming up trumps in the town where the BurgerFuel story first began.

Alex Griffiths, Brand Manager BurgerFuel Australasia, comments: "We're constantly innovating to ensure we not only serve the best burgers, but that we give our customers the very best experience every time they enter one of our restaurants. The fact that so many of our customers continue to vote for us shows that the hard work is paying off and we're incredibly proud to have won in the Metro 'Best Of' awards again this year".

The award tops off a big year for BurgerFuel, with the brand executing an aggressive growth strategy both in New Zealand and overseas, including opening the world's first gourmet burger drive-thru in Dubai. BurgerFuel also took home 'Franchise Exporter of the Year' at the Westpac Franchise Awards last month – the second year in a row the brand has been awarded the title.

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For more information, imagery or interviews:

Kate McGahan

021 858 619

communications@burgerfuel.co.nz

www.burgerfuel.com