



## BURGERFUEL WORLDWIDE PRESS RELEASE

**Tuesday 13th August, 2013**

### **BURGERFUEL OPENS ON DUBAI'S BUSIEST ROAD**

BurgerFuel Worldwide (BFW) has opened its ninth restaurant in the UAE on Sheikh Zayed Road in Dubai. This is the busiest road in Dubai, with an average of 250,000 cars per day, and is also home to the world's tallest building, the famous Burj Khalifah. The site on Sheikh Zayed Road is considered to be one the most sought after locations in the area and offers enormous branding potential for the Middle East/North African regions.



Chris Mason, BurgerFuel CEO of International Markets, said "we acquired this site a few years ago because it was another one of our dream locations in Dubai and we're proud to now have the doors open for our customers there". The master franchise license is held by Al Khayat Investments (AKI) in the UAE. General Manager of Food & Beverage for AKI, Farah George Farah, said that "while it has taken some time to open I have been extremely impressed with the professional construction, training and ongoing support from BurgerFuel, not to mention the incredibly favorable comments from locals and tourists. This has strengthened our position in driving acquisition of prime retail sites for the BurgerFuel brand in the UAE."

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 \$1.67.

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