



BURGERFUEL WORLDWIDE PRESS RELEASE

Friday 29th November, 2013

BURGERFUEL DRIVES MAJOR REFIT PROGRAMME



BurgerFuel's flagship store on Ponsonby Road, Auckland

The next chapter of the BurgerFuel story is in progress with the brand currently executing a major nationwide refit of their gourmet burger restaurants, giving the globally operating New Zealand company even more edge as aggressive expansion plans continue.

Innovation is at the heart of everything BurgerFuel does, and refits of both the interior and exterior of all stores is an integral part of this. Josef Roberts, CEO of BurgerFuel, says "We place great importance on reinforcing our 'built fresh' ethos - not only when it comes to our food, but in all aspects of the business. As we grow we're constantly looking at how we can make the BurgerFuel experience even better for new and existing customers. Store design is an integral part of our strategy to keep driving the brand forward ahead of global trends in fast-dining".

This new restaurant concept takes the brands signature industrial style to the next level with a new layout. Customer demand has called for more seating so the refits have delivered increased space for burger lovers to dine-in and enjoy the signature BurgerFuel atmosphere. Larger communal tables have also been incorporated to allow for group and shared dining. Almost 50% of BurgerFuel restaurants have been refitted to date, with the rest to follow in 2014.

Craig Notman, General Manager of BurgerFuel Australasia comments. "We've moved away from the casual leaner arrangement inside the restaurants to a more comfortable dining experience because we realised our customers not only love our burgers, they love hanging out in our restaurants. There is a great vibe in a BurgerFuel restaurant so the refit gives our customers more of an opportunity to enjoy this – and this in-turn drives sales for our franchisees".

The latest in BurgerFuel store design utilises the BurgerFuel 'engineered organic' ethos, incorporating natural wood features and New Zealand made mechanical light fixtures, as well as BurgerFuel's very own, custom designed and made, 100% recycled and recyclable Environ-Mental chairs.

The refit programme is being executed at an exciting time for BurgerFuel, with the brand about to expand in to the South Island – as well as continue global growth with multiple new stores in the Middle East.

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

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The interior of BurgerFuel's flagship store on Ponsonby Road, Auckland