



BURGERFUEL WORLDWIDE PRESS RELEASE

Monday 8th June, 2015

THE BURGER HAS LANDED IN TE AWAMUTU



The town of Te Awamutu is celebrating the arrival of the iconic Bastard burger, with the opening of a BurgerFuel restaurant in the heart of the bustling Waikato town.

Te Awamutu is a prosperous dairy farming town in the centre of the North Island, New Zealand, and is located on a busy commuter route in close proximity to several other key towns, including Cambridge and Otorohanga. In recent years, it has become popular with professionals and families who move to the area to adopt a more rural lifestyle, and this shift has seen further growth in what was already a bustling town.

Local feedback has already shown that there is a huge appetite for the gourmet burgers and sides on offer at BurgerFuel, and the high visibility restaurant has had a booming start to business in their first week.

The store has been opened with BurgerFuel Franchisee, Nic Paterson, who also operates two BurgerFuel stores in Auckland and three in Australia. The opening of their first regional store is a great opportunity for Paterson, and BurgerFuel, to get involved in the community of Te Awamutu, and support local endeavours.

Nic Paterson comments; "We're excited by the opportunity to support the Te Awamutu community. We've recently completed a successful recruitment drive, hiring talented local staff to take the wheel in-store from a management level to our customer service crew and we're looking forward to doing more for the local community in the coming months".

BurgerFuel New Zealand Brand Manager, Nikki Soons, adds; "We're stoked to be able to finally bring the BurgerFuel experience to the local burger lovers of Te Awamutu, who no longer have to drive to Hamilton to get their fix. We've had a very warm welcome from the close-knit town and we already feel like part of the community".

BurgerFuel® Worldwide (BFW) is a New Zealand gourmet burger concept with a presence in the UAE, Saudi Arabia, Egypt, Kuwait, New Zealand and Australia. BFW is listed on the New Zealand Stock Exchange (NZAX). BFW shares are currently trading at \$3.70.

Further information:

Kate McGahan

021 858 619

communications@burgerfuel.com

www.burgerfuel.com