

BURGERFUEL OPENS DUBAI

BurgerFuel has opened in Dubai. This is the New Zealand company's second Middle Eastern territory to open in 2010.

BurgerFuel Dubai opened on 7 July and is situated in the heart of Jumeirah Beach Residence, a 2 million square metre beachfront community boasting 39 residential towers, 4 hotels and 4 beach clubs.

The location is highly sought after and is expected to be ideal for the BurgerFuel brand, which has achieved cult status in the more traditional Islamic nation of Saudi Arabia.

BurgerFuel's local Master Franchisee, Alphamed Group have undertaken the development of the first store in conjunction with the BurgerFuel Worldwide GCC team and will continue to roll out more stores within the United Arab Emirates.

Dubai has emerged as a global city and a business hub being described as the gateway to the Middle East.

"The Dubai store is very significant for BurgerFuel" says International Business Director Chris Mason. "The store represents the latest in the BurgerFuel design series and incorporates many features that we have been developing to ensure that internationally, we continue to engineer the ultimate burger".

Chris Mason is based in Dubai overseeing the expansion in the Middle East and is excited by the business opportunities and developments in that region. He expected the store to be a "soft" opening due to the extremely high summer temperatures currently in Dubai but stated that "as summer passes we will be well established to handle, what we expect to be a very busy store".

Mason said that "amidst the global financial crisis and the challenges of producing a New Zealand made burger in a far away land – it's been a lot of hard work, but now that we're finally here, it's extremely rewarding to see New Zealand beef being cooked and served to customers who travel to Dubai from all over the world", says Mason.

BurgerFuel will continue to develop its brand in the Middle East and in other countries as the opportunities arise. CEO Josef Roberts says that "Dubai is the store we have been waiting for, as it will represent a permanent trade exhibition for BurgerFuel".

BurgerFuel has seen the success of BurgerFuel Saudi Arabia, but that country is not very accessible to tourists. Dubai on the other hand has many travellers visiting.

Roberts says that "people from all over the world will now get to experience the BurgerFuel culture and food and this will lead to many opportunities for us. In many ways this represents the beginning of our international journey".

BurgerFuel will export all its beef from New Zealand and earn on-going royalties from the sale of its products.

BurgerFuel Worldwide (BFW) is a New Zealand company listed on the NZAX.

For further information please contact:

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