



Press Release

For Immediate Release

August 26th 2014

Burger Edge Serves 6 Millionth Customer.

Burger Edge, one of Australia's leading gourmet burger franchises, today announced the imminent milestone of serving its 6 Millionth customer since opening its doors in February, 2005.

The growth and uptake of Gourmet Burgers in Australia has been a steady reflection of the changing appetite and increasing preference for quality Quick Service Restaurant food, over cheap poor quality fast food or high service restaurant grade dining. Burger Edge believes it has been an active proponent of that shift.

'We're proud of being one of the key drivers of Australia's embrace of healthy, high quality and value for money alternative to the traditional fast food hamburger And for being part of the evolution of the humble burger into a statement of unpretentious, gourmet, comfort food that is both delicious and good for you' said Issam Soubjaki, Franchisor and CEO of Burger Edge.

Serving the 6 millionth customer is expected in late September 2014, with the 7 millionth targeted to be served within 9 months. The accelerated sales growth comes as the network is soon to announce more store openings in Queensland, NSW and Victoria.

The group will officially name and celebrate the 6 millionth customer via its social media network.

End