



Press Release

For Immediate Release

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Burger Edge Launches 4 New Hit Burgers.

Burger Edge, one of Australia's leading gourmet burger franchises, today announced the release of 4 new Burgers to its menu.

The new burgers are a result of both feedback from customers, a natural evolution following food trends as well as extending Burger Edge's core value of giving customers a quality product through a freshly cooked, nutritious and value for money experience.

"We revamped the menu through close cooperation with our franchisees, operations team and suppliers. If we didn't love it, it didn't make the cut. We had to narrow the new additions to just 4, and these made it. I am very happy with the selection" said Enza Soubjaki, Franchisor and head of Operations.

The New Burgers are:

- 'The Couch Potato' – Deep fried potato rosti, grilled onion, bush tomato chutney, smoked chipotle sauce and lettuce.
- 'The Bello Mushroom' – Grilled whole Portobello mushroom, garlic butter, smoked chipotle sauce and lettuce.
- 'The Steak Supreme' – Flamed grilled 120gram rump steak fillet, fried onion rings, mustard aioli, tomato and lettuce.
- 'The Nacho' – Spicy seasoned beef patty, Colby jack cheese, jalapeno avocado tomato red onion and coriander salsa, sour cream, lettuce and nachos.

'The Nacho Burger is already proving to be a favourite, outselling any other burger in its debut week' added Enza Soubjaki whom was responsible for rolling out the new menu across the national networks 25 stores.

"We will continue to refresh and refine our menu as tastes change and customers make suggestions. That's part of our value in putting the customer first and delivering a delightful customer experience every time" She concluded.

The new menu is available across all stores except Burger Edge Express stores which have a limited menu selection.

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