



Press Release

For Immediate Release

May 24th 2015

Burger Edge Announces 10 Burgers with 666 Calories or less.

Burger Edge, one of Australia's leading gourmet burger franchises, today announced that it continues to lead the way in healthy eating without compromising flavour, nutrition or that sense of meal satisfaction.

11 of Burger Edges' 24 burgers offered on the national menu were tested and found to contain less calories and more nourishment than assumed. The low calorie list is made up of 4 Beef burgers, 4 Chicken burgers, 1 lamb and 2 vegetarian burgers. All were 666 calories or less, and are comfortably within the recommended calories guidelines for adult males and females of approximately 2500 calories per day for an adult male and 2000 for an adult female. Each single Beef, Lamb and Chicken Burger exceeded the Recommended Daily Intake of protein as suggested by <https://www.nrv.gov.au/nutrients/protein> of 64 grams. This was because Burger Edge sources a high quality, grass fed Australian beef and lamb, that's both low in fat and salts. In the case of chicken, it is 100% fat free breast fillet. All meat is seared on a hot plate before and finishing on a char flame grill.

In short, it means customers can eat a Burger Edge burger with the confidence that it is packed with all the protein and nutrition they'll need for the day, without exceeding their fat or sugar intake. More importantly, no compromises are made on the taste, ingredients and that sense of satisfaction- especially during the winter months where customers seek out comfort, indulgent food. All guilt free!.

'Burger Edge has always been proud of staying the course of delivering high quality meals (not snacks), always using quality ingredients, cooking everything to order and fresh in front of customers. We now see some of our competitors "discovering" how wonderful it is to have burgers freshly made, and brought to the table.'" Said Franchisor and CEO, Issam Soubjaki. 'It's vindication that we have been doing it right for over 10 years'.

The Beef Burgers named are: The Original, Feel the Cheese, Mushroom Beef and Mexican. Chicken Burgers are: The Plain and Simple, Chilli Chick, Bombay and Teriyaki Chicken. Finally, The Moroccan lamb and, both the Portobello mushroom and the Pulse vegetarian Burgers.

Burger Edge will soon launch an App that will count calories for customer and make recommendations to them should they have specific dietary requirements.

For more information on Burger Edge products, go to:

<http://burgeredge.com/uploads/IngredientsPDF/NutritionalContent.pdf>

For more information on what is a Kilojoule (kj) or calorie, go to:

www.nhmrc.gov.au

The average amount of kilojoules required daily is represented in the following table:

Age	Male	Female
12-15 years	10 900 kj	9 550 kj
16-18 years	12 900 kj	10 200 kj
19-50 years	11 550 kj	9 300 kj
51-70 years	10 450 kj	8 800 kj
Adults over 70 years	9 450 kj	8 300 kj

1 calorie = 4.18400 joules. E.g. 11,500 joules = 2,751 Calories.

Source: NHMRC, Canberra. These figures represent average requirements for the Australian population. Actual energy needs for individuals will vary considerably depending on activity levels, body composition, state of health, age, weight and height.

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