



## BURGERFUEL WORLDWIDE PRESS RELEASE

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# BFW BUYS 'WINNER WINNER' BRAND



BFW has today announced the addition of a new brand to the Group, with the acquisition of the Intellectual Property rights to the 'Winner Winner' brand – a NZ based gourmet chicken concept.

BFW has previously signalled interest in expanding into other concepts within the NZ market as it begins to reach capacity with the number of BurgerFuel outlets in NZ now sitting at 55.

BFW has purchased the Intellectual Property rights to Winner Winner, with view to becoming the concept Franchisor. Winner Winner currently has one store in Hamilton. This outlet has not been purchased by BFW. It will continue to be operated by the founders of Winner Winner, but will now become the first franchised store under BFW.

BFW NZ Business Development Manager, Craig Notman, comments, "We are excited to welcome Winner Winner to the Group. The team there have developed a great brand and it's a concept that we see potential in taking further".

"As the owners of the brand, we'll be looking to strengthen the business model and prepare it for growth utilising years of BFW expertise in franchising, operational excellence, systemisation and marketing".

Josef Roberts, BurgerFuel CEO, adds, "As previously communicated, diversification outside of the BurgerFuel brand has become important to create further growth opportunities for the Group within NZ. Winner Winner is our first step in this direction".

"Our main focus remains on the international development of BurgerFuel, however the reality is that the global gourmet food sector has become highly competitive and international development is both costly and takes many years to achieve".

Roberts continues, "In this rapidly changing, highly competitive global economy that we now operate in, we don't believe it is wise to have all our eggs in one basket. It is for this reason that the Board have made the decision to diversify. Now that the purchase is complete, work will commence on adding value to the brand in order to expand it within the NZ market. This is expected to take time, as well as financial resource, which we are well capitalised to handle".

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