



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL WINS TOP CUSTOMER SATISFACTION AWARD



BurgerFuel has been awarded the Canstar Blue Most Satisfied Customer Award (Quick Service Restaurants) for 2014, the second this year for the gourmet burger brand, who also took home the top Roy Morgan Customer Service award in March.

A large sample of consumers were surveyed across New Zealand and asked to rate a selection of quick service restaurants across ten categories, ranging from value for money and quality of food, through to customer service and overall dining satisfaction.

Canstar reports that BurgerFuel took the top spot in overall satisfaction and achieved near-perfect scores across the board, coming out well ahead of many industry peers. The survey showed that the main driver for consumers was the overall taste of the food, followed by value for money and customer service.

“BurgerFuel has worked hard to build a strong brand, backed up by a focus on quality ingredients and great tasting food. ‘Death Before Bad Burgers’ is even their brand motto” says Derek Bonnar, General Manager of Canstar Blue - New Zealand.

General Manager of BurgerFuel Australasia, Craig Notman, comments, "At BurgerFuel, we aim not only to serve the most natural, wholesome, freshly built gourmet burgers, using the very best ingredients, but to make sure our customer service experience is nothing short of amazing. In order to deliver this we aim to hire staff who embrace and express their own individuality, and who can truly deliver that charged, energetic BurgerFuel attitude to our customers".

Notman continues, "This award is a true testament to the hard work of our franchisees, and the managers and staff that work in BurgerFuel restaurants across New Zealand".

View the full survey results here: <http://www.canstarblue.co.nz>.

BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is listed on the New Zealand Stock Exchange (NZAX).

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