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All-Natural Burger Franchise BurgerFi® to Open First NYC Location

The BurgerFication of the Nation® Spreads to New York City on February 9, 2013

NEW YORK, Jan. 29, 2013 /PRNewswire/ -- The BurgerFication of the Nation® that began in Florida, continues, as the all-natural burger franchise [BurgerFi®](#) opens the doors to [its first New York City location](#) in February 2013 on 1571 Second Avenue (at East 82nd Street). When it comes to the iconic American meal of a burger, fries and a Coke, BurgerFi® and its "all natural tastes better" approach is ever-present through its unwavering dedication to high-quality ingredients and eco-sustainability.

Known as the "heart" of the burger movement, BurgerFi® brings a modern and healthy twist to the classic favorite roadside burger stand of the 50s and 60s, serving great-tasting food made from all-natural ingredients in a beautifully decorated fast-casual environment that features environmentally sustainable elements like recycled furniture and fans that use 66% less electricity.

BurgerFi® has reinvented the burger from the ground up, standing apart from other "better burger" franchises. BurgerFi® burgers are made from all-natural Angus beef from cattle that are humanely raised, 100% antibiotic and hormone free, and sustainably farmed. The made-to-order menu also includes a tremendous variety of specialty items like Wagyu Kobe beef hot dogs, daily prepared vegetarian quinoa burgers, hand cut fries and onion rings, a variety of specialty toppings, gluten-free options, frozen custards, natural cane sugar sodas, craft beer and wine, and more.

Nick King, Chief Operating Officer at BurgerFi® International says, "I'm thrilled that BurgerFi® will have a presence in New York City and become part of the city's tremendous food culture. BurgerFi® believes our 'farm to tray' approach – better for both our customers and the environment – as well as our delicious variety of food and unique dining experience are all components that diners feel good about, and keeps them coming back for more."

The BurgerFi® philosophy is "all natural tastes better," and New York City customers will be able to get a taste for themselves and sink their teeth into one of the BurgerFi® signature name-branded (literally) hamburger buns on February 9, 2013. The franchise also offers online ordering via their website at www.burgerfi.com. The BurgerFi® opening in New York City is the first of two planned Manhattan locations, and will put the franchise one step closer to having 16 locations open by the end of February, with over 60 total restaurants set to be

opened nationwide by the end of 2013.

About BurgerFi®

BurgerFi® International, LLC is one of the fastest growing all-natural burger franchise in the country today. As an innovator in the "better burger" movement, BurgerFi® picks up where others have left off, featuring a made-to-order menu of all-natural, farm-raised beef, specialty hot dogs, fresh-cut French fries, desserts and craft beer and wine. Beyond just a delicious menu, BurgerFi® cares deeply about the environment, incorporating eco-friendly and sustainable practices into each store's construction, and using recycled furniture such as chairs made from recycled Coca-Cola bottles. In just two short years, this Florida-based company has sold over 150 stores nationwide, adding more each month, in what is being heralded as The BurgerFication of the Nation®. For more information about BurgerFi®, please visit www.BurgerFi.com, [BurgerFi Facebook](#), and [BurgerFi Twitter](#).

SOURCE BurgerFi International, LLC