

May 1, 2014



BurgerFi® Celebrates National Burger Month With BurgerFi Bestie Photo Contest \$50 A Day Giveaway

NORTH PALM BEACH, Fla., May 1, 2014 /PRNewswire/ -- BurgerFi® International, one of the nation's fastest growing fast-casual food chains, is celebrating National Burger Month throughout the month of May, with a fun contest. Inspired burger lovers who wish to enter the contest, are simply required to snap a fun and creative photo of themselves with a burger from BurgerFi and upload their photo via the entry form on the BurgerFi Facebook page or the following link: <http://woobox.com/z2vps9>

Each day, throughout the month of May, one lucky winner will receive a \$50 gift card to any BurgerFi restaurant. On May 28, 2014 -- National Burger Day -- one lucky winner will receive a \$100 BurgerFi gift card. The BurgerFi Bestie Photo Contest runs from 7:00 a.m. on May 1, 2014 EDT through 11:59 p.m. EDT, May 31, 2014.

Winners will be contacted via their email registered on the entry form.

BurgerFi, which was founded in February 2011 by gifted restaurateur and entrepreneur, John Rosatti, is part of the better burger movement and the Burgerfication of the Nation®. BurgerFi serves delicious, all-natural free-range Angus beef burgers that is free of hormones, steroids, antibiotics, additives, and chemicals. BurgerFi burgers are made fresh to order, and are never frozen or microwaved.

In addition to their popular all-natural beef burgers, BurgerFi also serves a homemade quinoa VegeFi Burger®, fresh hand-cut fries and hand-battered onion rings cooked in 100% peanut oil; Wagyu Kobe beef hotdogs; freshly prepared custards and concretes using cream, farm-fresh eggs, natural cane sugar, and a touch of salt; craft beers and a selection of wine; sodas made of natural cane sugar; and a Coca-Cola Freestyle machine with over 120 drink flavors.

BurgerFi also incorporates environmentally sustainable elements into the interior design of each location. Furnishings are made from recycled wood, milk cartons, and Coca-Cola bottles. Special ceiling fans use 66 percent less energy than nine standard ceiling fans. Restrooms are equipped with high-efficiency hand dryers that use 80 percent less energy than traditional dryers. (The latter results in a 95 percent savings when compared to the use of paper towels.) Additionally, recycled paper products are also used whenever feasible.

Since the first BurgerFi debuted in Lauderdale-by-the-Sea, Florida on February 5, 2011, the company has grown to forty-seven locations – with the newest restaurant opening in Leawood, KS tomorrow. Presently, there are BurgerFi locations spanning from Ann Arbor to Key West and Mesa to Boston. Twenty-five additional stores are currently under construction and slated to open in 2014, including Napa Valley, Anchorage and Denver.

BurgerFi was named the fastest growing restaurant chain, with sales under \$200 million, by *Technomic's Annual Report*. BurgerFi was also featured in an article on *inc.com*, noting the chain's popularity and outstanding growth, in April 2014. Additionally, the website *thrillist.com* noted BurgerFi as one of "12 small chains that might someday dominate the world."

For additional information on entering the BurgerFi Photo Contest please visit:

<http://woobox.com/z2vps9>

For BurgerFi Bestie official rules and regulations visit www.BurgerFi.com

Media Contact: Meha Bashi, 561-598-6495, meha@burgerfi.com

SOURCE BurgerFi International