



## BURGERFUEL WORLDWIDE PRESS RELEASE

Monday 12th December 2016

### BETHLEHEM WELCOMES BURGERFUEL



Locals from the Tauranga suburb of Bethlehem welcomed their very first BurgerFuel restaurant this week; situated in the upmarket Bethlehem Community Shopping Hub.

Located at 19 Bethlehem Road, the new BurgerFuel restaurant is situated in the heart of Bethlehem, and easily accessible to those working in the area, as well as residents living in the surrounding suburbs of Te Puna, Wairoa and Tauriko.

Customers will be able to enjoy a gourmet burger experience catering to all appetites and life styles. The extensive menu features fresh, natural, wholesome gourmet burgers, a stellar line-up of delicious sides and the iconic, BurgerFuel thick shakes – as well as gluten free, vegetarian, vegan and kids' meal options.

BurgerFuel has opened the new Bethlehem restaurant with current franchisees and Tauranga locals, Rhys and Nicole Jakich. BurgerFuel Bethlehem marks the third restaurant opened in the Bay of Plenty Region by the Jakich's, with their other two restaurants located in Tauranga South, 602 Cameron Road, and BurgerFuel Mount Maunganui at 330 Maunganui Road.

As always, Rhys and Nicole have favoured a hands-on approach to business and value the importance of getting involved with the local community and taking part in local sponsorships and fundraisers.

They believe the success of BurgerFuel Bethlehem will come down to the great local talent they have on board. Rhys comments; "The most important aspect of our business is our staff. We have an amazing, experienced team who are all ready to get stuck in and are committed to serving delicious burgers along with excellent customer service".

Craig Notman, General Manager of BurgerFuel Australasia, adds: "The Bethlehem area has remained untapped by any gourmet burger outlets up until now so we're stoked to be able to cater to the needs of local burger lovers. We have been blown away with the warm welcome we've received from the local community so far, and we can't wait to grow our BurgerFuel family in the Bay of Plenty Region."

BurgerFuel Bethlehem will be open for trading as of Monday the 12th of December; Sun – Thu 11am – 10pm, Fri – Sat 11am – late.

**Further Information:**

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