



## BURGERFUEL WORLDWIDE PRESS RELEASE

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### **BFW LAUNCHES NEW BURGER BRAND**

# Shake Out<sup>®</sup>

BFW have launched a new burger brand into the New Zealand market today, with the first store for the new concept opening its doors within the Goodside precinct at Smales Farm, on Auckland's North Shore. Today's announcement follows earlier advice of BFW's plans to establish other brands in the New Zealand market.

The modern concept, called Shake Out<sup>®</sup>, will serve up a highly addictive, simple menu of burgers, shakes, sides and sundaes, combining quality ingredients, frictionless technology, cashless service and high-end branding to deliver a simple, yet premium fast food solution.

Shake Out<sup>®</sup> will operate as a quick service restaurant concept, sitting within a different market segment to established BFW brand, BurgerFuel<sup>®</sup>, which is a fast-casual dining environment.

Shake Out<sup>®</sup> has been designed to provide a grab-and-go solution to customers looking for a seamless, fast food experience without having to compromise on flavour or quality. The menu sits at a highly accessible price-point and orders are placed and paid for via a kiosk system. The Shake Out<sup>®</sup> concept is totally cashless, with customers having the ability to pay via card, smart-phone or smart-watch.

The first Shake Out<sup>®</sup> store sits in a prime position within the highly anticipated Goodside precinct, at Smales Farm, alongside several other well-established food and beverage concepts. The busy complex has access to a large catchment area of commuters, employees utilising the B:Hive co-working space, schools and the larger North Shore community.

BFW CEO, Josef Roberts, comments; "We saw a gap in the market, as well as an opportunity within our skill set to create a new concept that could deliver simple, premium burgers at speed, without compromising on the overall customer experience. We believe the Shake Out® concept will be highly complementary to the BurgerFuel brand."

"The launch of the Shake Out® brand and this first store marks an important day for us. We're excited to get our new burgers into the hands of consumers, and for them to experience the unique Shake Out® taste. The next step for Shake Out is to obtain proof of concept. From there we will look to develop the brand further within New Zealand."

[www.shakeout.co](http://www.shakeout.co)

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