



Press Release

For Immediate Release

July 6th, 2010

Burger Edge Open King Street Store

Melbourne, Australia. Burger Edge, one of Australia's leading gourmet burger franchises, today announced the opening of the King Street Store in Melbourne's Nightclub district.

Located at the 182 King Street, the site is at the base of a popular food court, as well as facing King Street and the club goes steaming in and out of the numerous nightspots dotted nearby.

"We have always wanted a store in King Street. Our site surveys were conducted for both weekday lunch time trades, as well as late night weekend traffic counts. Both were solid. This is a very exciting phase in Burger Edge's expansion, as we begin to apply our robust retail model to the test, we are confident it will yield positive results" Said Enza Soubjaki, Burger Edge franchisor.

The King Street store opening brings the store tally to 16 stores

King Street will trade from 11 am to late weekdays and till 3 am on Friday and Saturday nights.

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Media Contact

Issam Soubjaki

0459220141

i.soubjaki@burgeredge.com