



## **NEWS RELEASE**

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### **THE GRILL IS ON IN ETOBICOKE! SOUTH ST. BURGER CO. OPENS LONG AWAITED LOCATION TO HUNGRY HAMBURGER LOVERS**

**TORONTO – August 28, 2008....**South St. Burger Co., a high-end quick service restaurant that is a division of New York Fries, opens its sixth location today in Etobicoke, on Islington at Titan, north of the Queensway.

“Bringing South St. Burger Co. to Etobicoke has been our priority for a long time, because we believe that this is one of the premier areas in the G.T.A.,” comments Jay Gould, president of New York Fries and South St. Burger Co., “We are really looking forward to building a long relationship with our Etobicoke neighbours and are thrilled to finally be serving this marketplace.”

The focused menu features fresh, 1/3 lb patties, made with 100% Canadian beef, grilled chicken breasts and veggie burgers. Sides include hand-cut New York Fries and poutine, hand-made onion rings and real, hand-scooped premium ice cream milkshakes. The onion rings, like the fries, are hand-cut and cooked in non-hydrogenated sunflower oil.

At South St. Burger Co., customers have over 25 traditional and exotic condiment choices to dress their burger; from dill pickles to Dijon horseradish, wasabi mayo, mango chutney, guacamole and others at no extra charge. A selection of cheeses, including cheddar, Swiss, Monterey Jack with jalapeno, and goat cheese, are also on the menu.

The restaurant, located on 1020 Islington Avenue, occupies 2000 sq. ft., and seats 40 people in a contemporary, New York style loft-like environment. South St. Burger Co. is also planning to open in three new locations, Burlington, Barrie and Ajax, starting this fall, which will bring the number of units to nine by February 2009. All stores are corporately owned and new locations are currently being sought out, with a focus on urban real estate.

South St. Burger Co. is open 11:00 am - 10:00 pm, seven days a week, with free on-site parking. The company's other locations include North York, 2215 Steeles Ave. W., just west of Dufferin, in Mississauga at 3021 Argentia Road (Highway 401 and Winston Churchill), and in Toronto at 45 Wicksteed (south of Eglinton and Laird), in Newmarket, 16925 Yonge St at Mulock, and at 35 First Commerce Dr. at Wellington and Highway 404 in Aurora. The restaurant was designed by Jump Branding + Design Inc.; advertising by zig.