

**SOUTH ST.
BURGER CO.**



CONTACT: Erica Faltous
Hill and Knowlton
(416) 413-4695
erica.faltous@hillandknowlton.ca

BURLINGTON BURGER LOVERS REJOICE! SOUTH ST. BURGER CO. BRINGS ITS PREMIUM BURGERS TO BURLINGTON/OAKVILLE DINERS

TORONTO – November 24, 2008....South St. Burger Co., a high-end quick service restaurant that is a division of New York Fries, opens its seventh location this week in Burlington, on Burloak Drive at the QEW.

“Bringing South St. Burger Co. to the Burlington and Oakville market is a priority for us because we believe that these neighbourhoods recognize the value of a pure beef burger,” comments Jay Gould, president of New York Fries and South St. Burger Co. “People who come to South St. Burger Co are looking for premium quality without having to compromise on taste and we use only fresh, hormone and antibiotic-free, pure beef patties to make our burgers. South St. Burger Co. looks forward to building a long relationship with our Burlington and Oakville neighbours and is thrilled to finally be serving this marketplace.”

The focused menu features fresh, 1/3 lb patties, made with 100% locally and naturally raised Canadian beef that is hormone-free and antibiotic-free, 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 fresh-cut and cooked in non-hydrogenated sunflower oil.

At South St. Burger Co., customers have more than 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 four real cheeses, including cheddar, Swiss, Monterey Jack with jalapeno and goat, are also on the menu.

The restaurant, located on 738 Burloak Drive, is 1900 sq. feet and is designed to feel like a contemporary, New York style loft-like environment. South St. Burger Co. is also planning to open in three new locations, Barrie, Ajax and Markham in 2009, which will bring the number of units to ten by the spring of 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 at Laird), in Newmarket, 16925 Yonge St at Mulock, in Etobicoke at 1020 Islington Ave. (north of the Queensway), and at 35 First Commerce Dr. (at Wellington and Highway 404) in Aurora. The restaurant was designed by Jump Branding + Design Inc.

www.southstburger.com