



## **NEW YORK FRIES AND SOUTH ST. BURGER CO. NAMED ONE OF CANADA'S BEST MANAGED COMPANIES FOR FOURTH YEAR IN A ROW**

*New York Fries and South St. Burger Co. Awarded Gold Standard status*

TORONTO, ON, March 10, 2015 — New York Fries and South St. Burger Co. have once again been named one of Canada's Best Managed Companies. This consecutive, four year achievement has earned both brands Gold Standard status for outstanding excellence in business performance. The Best Managed award recognizes Canadian owned and managed companies with revenues over \$10 million for sustained growth, financial performance, management practices and the efforts of the entire organization.

"We are proud to have cultivated a strong, committed and experienced management team. Achieving Gold Standard status is a testament to their talent and to the hard work of our front line staff who significantly contribute to our sales growth," says Jay Gould, President and CEO, New York Fries and South St. Burger Co.

The Best Managed committee recognizes the efforts and commitments put forth by home grown companies and realizes the importance of building a strong team. "Today's market place is not just about financial performance; it is also about the investment in the people. Jay Gould invests in his team to build up a strong and stable company. Best Managed companies are home grown companies making smart investments to achieve above average returns," says Peter Brown, National Co-Leader of Canada's Best Managed Companies Program and Senior Practice Partner, Deloitte.

Under Gould's leadership, New York Fries has now celebrated over 30 years of continuous growth with 156 locations across Canada, U.A.E., China, Bahrain, Macau, Kurdistan and Turkey. Launched in 2005, sister brand South St. Burger Co. will celebrate 10 years in the burger business this August with 24 restaurants in Ontario, 3 in Alberta, 2 in the UAE and 5 more in development.

New York Fries and South St. Burger Co., along with fellow 2014 Best Managed winners will be honoured at the annual Canada's Best Managed Companies gala in Toronto on March 31, 2015.

### **About New York Fries**

New York Fries is a privately-owned Canadian retail chain specializing in premium quality, fresh-cut fries and poutine. Located in all major Canadian malls, the 156 unit chain has successfully expanded to Turkey, China, the United Arab Emirates, Macau, Kurdistan, Saudi Arabia, and Bahrain with 33 international units. The brand, which recently celebrated its 30th anniversary, is a leader in the Canadian fast food market. In 2004, New York Fries became the first Canadian quick-service company to switch its oil to non-hydrogenated, trans-fat-free sunflower oil. In 2008, New York Fries won the Pinnacle Award for Franchisee Excellence, acknowledging its outstanding franchisee relations. New York Fries was named one of Canada's 50 best managed companies in 2011, 2012, 2013 and 2014. [www.newyorkfries.com](http://www.newyorkfries.com)

### **About South St. Burger Co.**

South St. Burger serves premium food in a contemporary, New York style loft-like environment. The menu features fresh 4oz and 6oz beef patties made with 100 % Angus beef, are additive free, and raised without the use of hormones or antibiotics. Grilled chicken breasts, veggie burgers as well as all beef hot dogs are also on

the menu. Sides include hand-cut New York Fries french fries and poutine, hand-made onion rings and hand-scooped milkshakes made from real, premium ice cream. With 30 traditional and gourmet condiments, from dill pickles to Dijon horseradish, guacamole and mango chutney, customers can personalize their orders at no extra charge. Premium toppings include a selection of five real cheeses, grilled ginger glazed pineapple, Applewood smoked bacon, and sautéed mushrooms. There are 27 restaurants in Canada including three franchised units in Alberta; plus two locations in Dubai. South St. Burger and its sister company New York Fries were recently named one of Canada's Best Managed Private companies for their fourth year in a row. For more information on South St. Burger, please visit [www.southstburger.com](http://www.southstburger.com).

### **About Canada's Best Managed Companies**

Canada's Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Best Managed winner (one of the new winners selected each year); 2) Requalified member (repeat winners retain the Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (After three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully reapplied for the designation. Companies may requalify for two additional years, subject to annual operational and financial review; 4) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years). Program sponsors are Deloitte, CIBC, National Post, Queen's School of Business and MaKay CEO Forums. For further information, visit [www.bestmanagedcompanies.ca](http://www.bestmanagedcompanies.ca).

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