

Burger King South Africa and Sasol pen QSR deal

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Sasol and Burger King South Africa have embarked on a joint initiative that will see the two great brands enhancing the consumer experience in the fuel retail environment in South Africa.

This deal allows Burger King South Africa to open stores within Sasol's national fuel retail network and will include company-owned outlets, as well as awarding franchising opportunities to current and potential Sasol franchisees. The global Quick Service Restaurant (QSR) group launched locally in May this year and demand for its flame-grilled food has seen thousands of people queue outside its doors at its flagship store in Cape Town.

José Cil, President, EMEA, Burger King Worldwide mentioned, "This is a very exciting opportunity for Burger King South Africa. The agreement with Sasol allows us to position our brand across new channels and therefore expand our number of guests and restaurants in South Africa, as well as offering a new way of enjoying our products to clients across the country. Also, this reinforces our strong belief in the value of our partnership with GPI as they possess great knowledge of the sector in which they operate and continue to help us enhance our brand's positioning in the market."

Burger King South Africa, CEO, Jaye Sinclair, says the deal supports the company's growth strategy, "Partnering with Sasol supports our rapid expansion plans and will enable us to increase our growth potential in South Africa over the next few years. The national roll-out will commence towards the end of 2013 and will further enhance our job creation initiative," says Sinclair.

"Partnering with Burger King one of the leading global QSR brands is in line with our strategic vision and will allow us to expand our retail footprint in South Africa. This collaboration will allow two leading brands to leverage each other's strengths and capabilities," said Alan Cameron, Managing Director of Sasol Oil.

"We are excited about the opportunity of being an exclusive partner to Burger King South Africa through our retail sites," he said.

“The vision behind this partnership is to continuously meet the needs of our valued customers in a rapidly changing business landscape,” says Cameron.

Burger King South Africa is a joint venture between Burger King Worldwide and Cape-based JSE-listed group, Grand Parade Investments (GPI) - a diversified company with interests in tourism, gaming and leisure.

Chairman of GPI, Hassen Adams, says there is an international trend of fuel retail groups partnering with QSR brands as this provides them with a point of differentiation and a competitive advantage, “There is a natural symbiotic relationship between Burger King South Africa and Sasol with both companies focused on creating future franchise opportunities for local South Africans,” says Adams.

Burger King Worldwide, founded in 1954, is the world’s second biggest chain of quick service restaurants headquartered in Miami, Florida, United States. Today, the company is known for its flame-grilled WHOPPER® sandwich, premium ingredients, signature recipes and family-friendly dining experiences. GPI has obtained the exclusive rights to expand the Burger King brand in South Africa and has signed a long-term master franchise and development agreement with Burger King Worldwide.

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