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# WESTERN **R**estaurant NEWS

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Western Canada's Award-Winning Foodservice Magazine

SPRING 2015



(L-R) Erica Stock, Tracy Frazer,  
and Steve Smith - Fatburger

## Bring on the Beef

Expanded menu and new locations mark  
**Fatburger's 10th Anniversary**

**RESTAURANT  
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- SEE PAGE 39



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A decade and 45 locations later, Fatburger has brought quality back to the hamburger experience.



Fatburger Seton in Calgary.



Buffalo's, which taps into Canadians' love affair with all things chicken, is the latest innovation in a series of initiatives undertaken by die-hard foodie Di Benedetto. Two years ago, thanks to his experience with Ricky's All Day Grill, he launched a Fatburger breakfast program; since bringing Fatburger to Canada he created a custom-made turkey burger that is sage and rosemary infused as well as a homemade veggie burger – all part of the 'Canadianization' of a menu that includes chicken tender and lumberjack poutines.

**FATBURGER**  
Since 1952

**CONGRATULATIONS ON YOUR 10<sup>TH</sup> ANNIVERSARY!**

Buffalo's tenders are available in all 45 Fatburger Canadian locations, and new and renovated stores will feature the full Buffalo's menu. "The tenders are a game changer, and already we've seen a big sales lift with their inclusion on the menu," says Steve Smith, senior director of operations business development for Fatburger Canada. The tenders are made with premium chicken tenderloin that is hand-battered, breaded and cooked when ordered (which keeps them plump and juicy) instead of the standard pre-breaded frozen tenders sold in most fast/casual restaurants.



Fatburger Westlink in Edmonton.

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Since 1952

**Congratulations**  
on 10 years of growth and success

from your partners at