

Bursting with News

Sault Ste. Marie, Ontario welcomes another Burger King!

Redberry Restaurants Opens Eighth of Sixteen New Burger King Restaurants planned for 2021.

TORONTO, November 6, 2021 - Redberry Restaurants ("Redberry") announces the opening of their newest Burger King restaurant located in Sault Ste. Marie, Ontario. This newest Burger King restaurant is located at 625 Trunk Road, on the main strip in town. Sault residents can now enjoy the option of a second Burger King restaurant in town to enjoy the flame-grilled taste of the iconic Whopper® sandwich. In addition to being located along the main downtown strip, this restaurant will provide delivery services through UberEats, DoorDash, and Skip the Dishes.

"Redberry chose to locate the restaurant in this particular area because it is placed right on the Trans-Canada highway route through town providing the local community and passers-by another delicious option," said Chris Racine, SVP Operations & Development, Redberry Restaurants. "The opening of this new restaurant aligns with Redberry's expansion plans for growing the brand by adding 103 new locations within the next few years."

Sharron Fry, Director of Marketing at Redberry Restaurants commented, "Sault Ste. Marie is the third largest city in Northern Ontario with a large residential population and a healthy business community. It's also an important crossing point to the United States. On a personal note, I'm excited about this restaurant opening as my family roots are in the Sault, so this restaurant will be a great family meeting spot!"

The opening of this latest restaurant brings Redberry's Burger King Canada restaurant count to 117 units, with plans actively underway to build an additional 8 units this year. The rapid expansion plans align with the Area Development Agreement to build more than 100 new Burger King restaurants in the next few years. Redberry Restaurants aims to generate more than 4,000 new employment opportunities to support these significant build-out plans.

About Redberry Restaurants

Founded in 2005, Redberry Restaurants is one of the largest and fastest growing quick-service restaurant franchisees in Canada. Redberry is proud to own and operate more than 140 restaurants under the BURGER KING® Canada, Pizza Hut Canada, and Taco Bell brands. Redberry was awarded "Restaurant Top 200: The Nation's Largest and Most Successful Franchisees" by Franchise Times in 2020 and again in 2021. For more information, including employment opportunities, please visit www.redberry.ca.

About City Capital Ventures

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