



Bursting with News

Elmira, Ontario welcomes Burger King!

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

TORONTO, December 14, 2021 - Redberry Restaurants ("Redberry") announces the opening of the first Burger King restaurant at 325 Arthur Street South in Elmira, Ontario. This Burger King will serve Elmira, the largest community in the Woolwich township, and surrounding area with the flame-grilled taste of the iconic Whopper® sandwich. In addition, this restaurant will provide delivery services through UberEats, DoorDash, and Skip the Dishes.

"The proposed site is 2,500 square feet, stand-alone drive thru restaurant located at the front of a Canadian Tire Plaza facing Arthur Street which is the busiest commercial stretch in the town. Arthur St extends to the South into the neighbouring community of St. Jacobs and the city of Waterloo," 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 167 new locations within the next few years."

Sharron Fry, Director of Marketing at Redberry Restaurants commented, "We're excited to open this newest Redberry owned and operated Burger King restaurant in Elmira, bringing jobs and economic development to the area while making the iconic Whopper sandwich accessible to even more guests in Elmira. We thank everyone for welcoming us into Elmira's growing community."

The opening of this latest restaurant brings Redberry's Burger King restaurant count to 121 units, with plans actively underway to open an additional 6 units this year. These rapid expansion plans align with the Area Development Agreement to build more than 168 new Burger King restaurants in the next few years, and remodel more than 60 restaurants in the current Burger King portfolio. Redberry Restaurants aims to generate more than 4,000 new employment opportunities to support these significant build-out plans.

About BURGER KING®:

Founded in 1954, the Burger King brand is a global fast-food hamburger chain known for food quality and value as the only restaurant where guests can get the flame-grilled Whopper® and the hand-breaded Ch'King™. The Burger King system operates more than 18,700 locations in more than 100 countries and U.S. territories. Almost 100 percent of Burger King restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the Burger King brand, please visit the Burger King brand website at www.bk.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [TikTok](#).

About Redberry Restaurants

Founded in 2005, Redberry Restaurants is one of the largest and fastest growing quick-service restaurant franchisees in Canada. In 2019, City Capital Ventures acquired the Toronto-based Redberry Group. Redberry is proud to own and operate more than 155 restaurants under the BURGER KING®, Pizza Hut, and Taco Bell brands in Canada with Development Agreements to build more than 210 new locations within the next few years. In 2020 and 2021, Redberry was awarded "Restaurant Top 200: The Nation's Largest and Most Successful Franchisees" by Franchise Times. For more information, including employment opportunities, please visit www.redberry.ca.

About City Capital Ventures

City Capital Ventures ("CCV") invests on behalf of an exclusive network of family offices and private market investors, seeking businesses at "inflection points" where it perceives an outsized opportunity for accelerated business growth, fueled by CCV's capital support. Benefiting from a flexible and patient investment mandate, CCV invests in consumer, commercial and service businesses requiring up to \$100 million in capital.

Bursting with Opportunities

www.redberry.ca

