



Cali Group Unveils CaliBurger 2.0

Cali Group Technology Companies Provide Revolutionary Restaurant Experience For CaliBurger Guests

Pasadena, California, October 1, 2019 (Newswire.com) - CaliBurger, a subsidiary of holding company Cali Group, announced today it is unveiling its first "CaliBurger 2.0" in Fort Myers, Florida. The restaurant features a new menu incorporating the most celebrated products from CaliBurger in the Washington DC market and the CaliBurger Kitchen Lab in Pasadena, CA. The new menu includes the Santa Monica Burger, Malibu BLT Burger and Beyond Cali, a 100% Vegan interpretation of the CaliDouble. CaliBurger is also unveiling its Crispy K-Town Chicken Sandwich with Asian slaw and spicy Gochujang sauce.

Guests to the new Caliberger 2.0 can order these new products on self-ordering kiosks incorporating PopID, a digital authentication platform allowing them to pay with a smile instead of a credit card. Streamlining the ordering process, PopID adds to the guest experience by remembering previous orders, personalizing the ordering experience, and avoiding fumbling for credit cards or money. A traditional ordering experience is also available with friendly staff. Additionally, for the first time, guests can watch two revolutionary robots cooking in the kitchen; one version of Flippy™ (developed by Cali Group portfolio company, Miso Robotics) cooks burgers to perfection on the grill, and another version of Flippy produces crispy french fries on the fry station. CaliBurger guests can also play e- sports games on their mobile devices and watch the results on an interactive video wall. These industry firsts are sure to enhance the guests' experiences while they enjoy the delicious CaliBurger food.

Recently, CaliBurger signed an Area Development Agreement to enter the Florida market in partnership with Jeff Burns and Tim Frederic, formerly a multi-unit McDonald's operator. "CaliBurger 2.0 is the future of food," said Tim Frederic, CaliBurger's operating partner for certain Florida territories. "Our kiosks deliver specific recommendations for our premium burger choices to customers and allow guests to pay without needing to take out their wallet a second time. Our robotic systems produce food that is higher quality, more consistent, and safer," continued Mr. Frederic. "We look forward to showcasing Cali Group's technologies for interactive gaming, face- based ordering and an automated kitchen in University Village in Ft Myers later this month."

The new CaliBurger restaurant will open in October and is located at 19800 Village Center Drive in Fort Myers, Florida. CaliBurger 2.0 is also coming soon to Seattle's Westlake Center, The Boro in Tysons, Virginia, and Pasadena CA.

About CaliBurger

CaliBurger is a 21st century revival of the classic California burger joint. Our founders are California- bred with global ambitions, bringing the best of California culture, technology, imagery and food to markets that have long craved the famous California style burger. CaliBurger provides a premium quality burger experience at an accessible QSR price point. CaliBurger now operates in 12 countries. CaliBurger's feature the highest quality beef, buns baked fresh, natural chicken, hand-selected vegetables, zero trans-fat oils, sauces made in house, and hand-mixed shakes. Our made-to-order meals are always prepared in open kitchens, and our restaurants incorporate advanced technologies to create a unique dining experience. CaliBurger guests enjoy a taste of California in an environment that looks, smells, and feels like California.



About Cali Group

Cali Group has been developing the technology building blocks for CaliBurger 2.0 over the last six years. The interactive gaming platform was developed by Cali Group and spun out as a new company called Super League Gaming in 2014; Cali Group was the largest shareholder in Super League Gaming until its initial public offering in 2019. The robotics platform is supplied by Miso Robotics, a company co-founded and seeded by Cali Group. PopID was started by Cali Group to leverage facial recognition for authenticating an individual's identity, and Cali Group remains the largest shareholder. Cali Group is also a co-founder and major shareholder in Kitchen United.

About PopID:

PopID offers a cloud-based platform that enables consumers to authenticate their identity using facial recognition. PopID enables your customers to use their face as their ID for ordering, payment, and entry at schools, cafes, concerts and wherever PopID is honored. The PopID platform is available through the company's line of self-ordering kiosks or readily integrated into customers' existing hardware. PopID, a majority owned subsidiary of Cali Group, aims to be the universal gateway for verifying an individual's identity based on face for applications such as loyalty, payment, and entry. Learn more about PopID's vision at PopID.com.