



## **CALIBURGER SIGNS DEAL TO OPEN IN MEXICO**

*First Flagship Restaurant in Latin America To Be A Drive Through In Hermosillo*

December 15, 2016 – CaliBurger™ announced today that it has signed an agreement to begin opening restaurants in Mexico. CaliBurger has partnered with CaliMex, LLC, to represent and build the brand in Mexico. The first location, which will serve as a flagship and training center, will be a 600 square meter drive through restaurant in the heart of Hermosillo. Hermosillo is the capital and economic center of the state of Sonora.

“We are excited to bring the best premium burgers and chicken sandwiches from California to Mexico,” said Luis Vidal, Partner, CaliMex, LLC. “In addition to having higher quality products and lower prices than the other premium burger brands in Mexico, CaliBurger's FunWall mobile e-sports platform will serve as a totally unique entertainment attraction to our target customers – Millennials and families. We look forward to gamers joining Team Mexico and coming to CaliBurger restaurants to compete in the global mobile gaming tournaments.”

“In light of rising income, increasing demand for premium food offerings, and mobile gaming penetration in Mexico, we believe now is the perfect time to begin building our brand in Latin America, and Mexico is the perfect starting point,” said John Miller, Chairman of CaliBurger. “We expect our partnership with CaliMex to result in some of the highest performing CaliBurger units in the world.”

### **ABOUT CALIMEX**

Based in Arizona and Mexico, CaliMex LLC offers extensive experience in hospitality, franchising, and international business along with strong relationship capital throughout Mexico and Latin America.

### **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 products feature the highest quality beef, buns baked fresh, top-grade 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 customers can enjoy a taste of California in an environment that looks, smells, and feels like California. For more information, please visit [www.caliburger.com](http://www.caliburger.com).