



## **CALIBURGER TASTING EVENT IN LONDON**

**London, United Kingdom** – September 22, 2014 – CaliBurger™ announced today that CaliBurger Europe will host a “Tasting Event” in London on October 8 - 10. The Event will take place at the CaliBurger Europe Showroom, Training Center, and Commissary, located in Acton, London. The Event officially marks the launch of the CaliBurger brand in Europe, with stores expected to open in London, Stockholm, and other cities across Europe in the next 12 months.

Sir Eric Peacock, newly appointed chairman of Westwood Group (the firm that owns the CaliBurger Europe franchise), remarked: “We are excited to showcase the CaliBurger concept and products in what may be the most sophisticated burger market in the world. In addition to serving the famous California style burger that the brand has come to be known for, the Tasting Event will also feature various 'Premium Cali' videos on the Video Walls with London-based musicians and artists affiliated with our brand.”

CaliBurger currently has restaurants in seven international cities. It was recently designated a top five global restaurant by Bloomberg Global.

### **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'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).