



CAMPAIGN HIGHLIGHTS

FEBRUARY 1 - 28, 2023

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

\$53,064

for 16 food bank efforts across the country!

You're all officially Burger Heroes!

DONATION OVERVIEW

BEEF GROUP CONTRIBUTION:

\$43,000

DAIRY FARMERS CONTRIBUTION:

\$3,288

Nova Scotia Dairy Farmers
New Brunswick Dairy Farmers

RESTAURANT DONATIONS:

\$6,276.00 REPORTED

Irving Big Stop Franchisees donated a total of: \$3515.00

TOP INDEPENDENT RESTAURANT DONATION:

100 MILE GRILLE (Guelph, ON: \$1037.00)

INDIVIDUAL CONTRIBUTION:

CANADA BEEF GRAND PRIZE WINNER DONATES HIS \$500 PRIZE TO BRIDGES TO HOPE NEWFOUNDLAND. ANDREW LOCK, ST. JOHN'S, NEWFOUNDLAND (@aelock on Instagram)



LOOK WHO'S A BURGER HERO

8 Beef Associations + 2 Dairy Farmer Associations (NS + NB)

14 Restaurant Recruitment Partners

112 Participating Restaurant Locations

29,261 Burgers sold (REPORTED + ESTIMATE)

174 = the average # of burgers sold per location



CHAMPION RESTAURANTS

BY FEATURING ALL THEIR BURGERS IN ALL BIG STOP ATLANTIC REGIONS

IRVING

BIG STOP

Restaurant

SOLD 11,132 BURGERS



BEACH BOY BURGER

(LONDON, ON)

1067

BURGERS SOLD



100 MILE GRILLE

(GUELPH, ON)

1037

BURGERS SOLD



BLAZE GOURMET BURGERS

(VANCOUVER, BC)

834

BURGERS SOLD



MEDIA HIGHLIGHTS

36,332,793

Total impressions from both traditional and social media

147 Unique earned media hits from across the country, with an advertising equivalent of more than

\$300,000

