



CAMPAIGN HIGHLIGHTS

FEBRUARY 1 - 28, 2025

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

\$61,399

for food bank efforts across the country! You are all food bank heroes!

ALL RESTAURANTS BEEF GROUP

DONATION OVERVIEW

CONTRIBUTION:

\$31,900

DAIRY FARMERS

\$1,574

CONTRIBUTION:

Nova Scotia Dairy Farmers New Brunswick Dairy Farmers

RESTAURANTS

GAVE MORE: UP BY CLOSE TO 90% *Compared to 2024 IRVING CORPORATE + BIG STOP FRANCHISEES DONATED A TOTAL OF: \$19,325

DONATED A TOTAL OF: \$27,925

TOP INDEPENDENT RESTAURANT DONATION

OF: \$1,500 FROM PAPA JOE'S IN

RESTAURANT PARTICIPATION ROSE BY NEARLY 30% *Compared to 2024

CHARLOTTETOWN

SINCE 1874 Alberta Beef





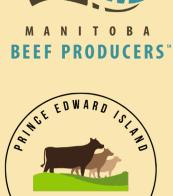










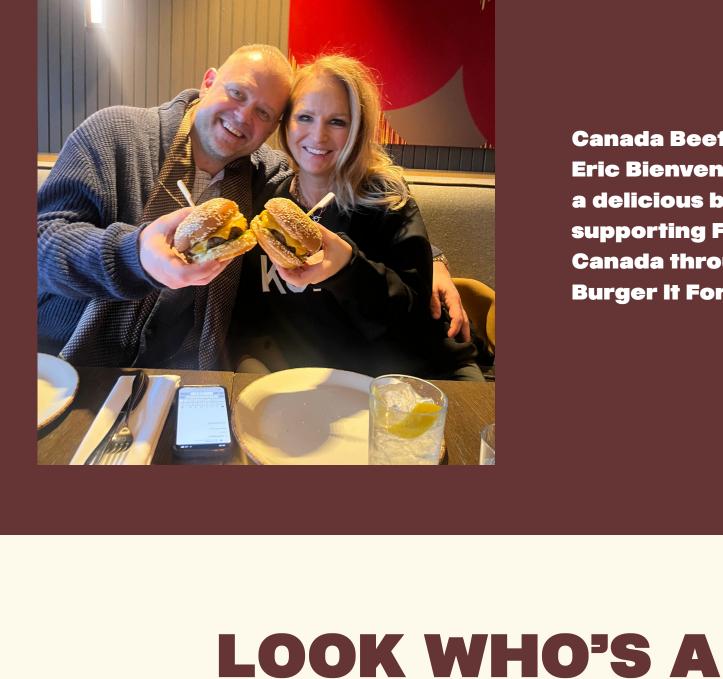


CATTLE PRODUCERS









Canada through Burger It Forward!

Canada Beef's President.

Eric Bienvenue, enjoyed

a delicious burger while

supporting Food Banks

+ 2 Dairy Farmer Associations (NS + NB) **Participating Restaurant Locations**

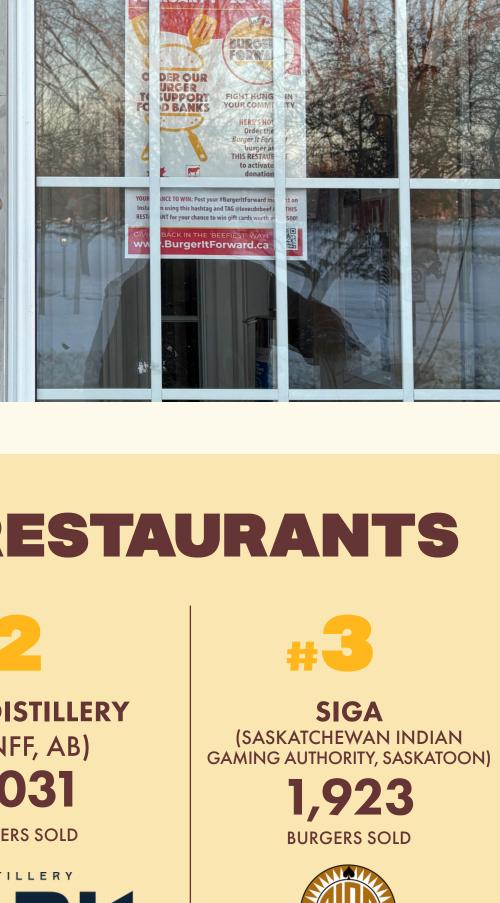
Beef Associations

BURGER HERO

Burgers sold (REPORTED + ESTIMATE)

= the average # of burgers sold per location

CHAMPION RESTAURANTS CLIVE BURGER PARK DISTILLERY (CALGARY, AB) (BANFF, AB) 2,770 2,031 **BURGERS SOLD BURGERS SOLD** DISTILLERY



BY FEATURING **ALL THEIR BURGERS** IN ALL BIG STOP ATLANTIC REGIONS

BIGSTOP Restaurant MEDIA HIGHLIGHTS

RESTAURANT + BAR

BURGERS

BIG STOP SOLD

10,896

21,088,087 **Total impressions including**

traditional, paid and social media

Earned media hits from across the country, with an advertising equivalent of more than

\$193,941

social posts, featuring all

participating restaurants and

activations across the country **National PR outreach to more than** media and influencers



