

Changing the narrative for 'fast food'

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While many restaurants in the quick-service restaurant (QSR) industry focused on International Fast Food Day on 16 November, Burger King® South Africa wants to change the narrative. "We don't view ourselves as a 'fast food' brand - we are a restaurant that serves good food, fast," says Ezeln Jones, Group Marketing Executive at Burger King® SA.



"However, as a brand which is *technically* classified as 'fast food' it is important for us to make our purpose clear and to ensure that each meal our guests consume is made with a conscience, 365 days of the year."

Jones explains that Burger King®, where possible, uses fresh and authentic ingredients sourced from local suppliers. "We are a South African business working with global benchmarks, and we have chosen to only work with well-respected and reliable South African companies to deliver the best ingredients to our restaurants. Our partners include the likes of Dew Crisp - one of the leading providers of fresh ingredients which uses hydroponics and conventional farming techniques - and Bimbo QSR (previously known as East Balt Bakeries). This ensures that only the crispiest lettuce, juiciest tomatoes and tastiest garnish is served with our made-to-order burgers.

"We also opened the [Grand Foods Meat Plant](#) in 2015 to ensure that each patty produced is 100% A-grade beef, free of GMOs, artificial colourants, ingredients and preservatives, which are then flame-grilled to perfection.

"Everything we do is to ensure we are more than just 'fast food' – we want our guests to know they can always trust in Burger King® for delicious, fresh-tasting food," concludes Jones.

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