

Harvey's serves up more than 300,000 free hamburgers on Hamburger Day!



- Across Ontario, burger lovers topped their hamburgers just the way they liked them with more than 329,000 tomato slices and 2,349 litres of ketchup! -

TORONTO, May 27 /CNW/ - Hamburger lovers across Ontario rejoiced today as Harvey's gave away 330,000 free original hamburgers in honour of the first Hamburger Day, celebrating Harvey's being selected Ontario's best tasting burger(*).

At more than 185 Harvey's locations across Ontario, burger enthusiasts lined the streets between 10:30 a.m. and 3:00 p.m. to enjoy a free Harvey's original hamburger topped just the way they liked it.

"We want to thank all of our regular customers who came out for their ongoing support, and welcome back those who hadn't enjoyed our best tasting hamburgers for awhile," says Rick McNabb, President, Harvey's. "Our first Hamburger Day was a great success - and from pickles to tomatoes to onions, we definitely topped all the freshly grilled burgers with everyone's favourite garnish combinations!" So how did we like our hamburgers? Here are some fun facts from the day:

- Harvey's served 393,360 pickle slices! When placed one on top of the other, that's a stack equal to three and a half times the height of the CN Tower! That's a lot of pickles!!
- Ketchup was the most popular garnish. In fact, Harvey's served 2,349 litres of ketchup. That's enough to fill a mud wrestling ring!
- A whopping 7,197 pounds of onions landed on patties at Harvey's locations across Ontario on Sunday. That's enough to give 800 baseball teams bad breath. Bring on the breath mints!
- And what about tomato slices? With the 329,000 served, you could cover every inch of ice at the Air Canada Centre - and then some!
- Mustard cleaned up at 2,349 litres - enough to fill two five-person hot tubs.
- Fries were the most popular side on Hamburger Day. About Harvey's

Harvey's has 286 restaurants nationwide serving up more than 35 million grilled burgers a year with \$220 million in sales. Harvey's is a division of Cara Operations Limited, Canada's leading integrated restaurant company. Cara is a privately owned company. Visit www.harveys.ca for more information.

See attached photo taken at a busy Harvey's location in Ontario. Harvey's background information available upon request.

(*) In a study conducted by TNS Canadian Facts in January 2007 among 334 Ontario residents 18 years of age or older, Harvey's was identified by more respondents than any other brand when asked to name Canada's best tasting burger.

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available on the CNW Photo Network and archived at <http://photos.newswire.ca>. Additional archived images are also available on the CNW Photo Archive website at <http://photos.newswire.ca>. Images are free to accredited members of the media/

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