

## On May 25th, free is a beautiful thing as Harvey's celebrates 2nd annual Hamburger Day

- Enjoy a complimentary, freshly-grilled original Harvey's hamburger, topped just the way you like it! -

TORONTO, May 20 /CNW/ - On Sunday, May 25th, back by popular demand, Harvey's is hosting its second annual Hamburger Day to celebrate being rated best tasting burger(\*) in Ontario for the second consecutive year. In 2007, over 300,000 complimentary, freshly-grilled original Harvey's hamburgers were handed out to Ontarians on Hamburger Day. This year, Harvey's invites all burger lovers out to a participating Ontario Harvey's location between 10:30 a.m. and 3:00 p.m. to enjoy Ontario's best tasting burger just the way you like it...free!

"Last year's Hamburger Day was such a resounding success that we've decided to make it an annual event. On May 25th, we're inviting all Ontarians to come celebrate with us and taste for themselves why the Harvey's hamburger continues to be rated best tasting!" says Rick McNabb, President, Harvey's. "Hamburger Day is about community and showing our appreciation to our loyal customers for their continued support."

Harvey's has been making custom-made hamburgers for Canadians since 1959, and is Canada's only home-grown hamburger chain. Giving the customer exactly what they want has always been at the forefront of the chain's mandate - from charbroiled beef patties to a wide array of fresh toppings garnished in front of each guest, Harvey's knows what it takes to make a burger best tasting.

### Read between the buns

In a recent survey, Canadians revealed what they felt to be the most important attributes in making a hamburger best tasting. Top of the list: quality beef. 42 per cent of Canadians agree the secret to building a best tasting burger begins with quality beef patties. Fresh ingredients were the second most selected attribute in building a tasty burger with 26 per cent of the votes. When asked, what garnish would make a best tasting burger even better, 42 per cent of Canadians selected spicy sautéed onions. This summer for a limited time, get onions sautéed in Frank's Red Hot sauce on your hamburger at any Harvey's location.

### About Harvey's

Harvey's has 280 restaurants nationwide serving up more than 35 million grilled burgers a year. 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](http://www.harveys.ca) for more information. Harvey's background information available upon request.

(\*) In a study conducted by TNS Canadian Facts in April 2008 among 334 Ontario residents 18 years of age or older, Harvey's achieved the highest average score when asked to rate the taste of burgers served at the major national fast food restaurants. About the survey

The TNS poll was conducted on behalf of Harvey's from April 7th to April 10th, 2008. The survey consisted of a national representative randomly selected sample of 1015 adult Canadians interviewed by telephone. The sample size in Ontario was 334. With a sample of this size, the difference between Harvey's average score and that of the closest competitor is significant at the 95% confidence level (19 times out of 20).

### For further information:

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