

# Burger King to open Gauteng stores in February

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Burger King will open the doors of its first stores in Gauteng in February.



Burger King SA will open three stores in Gauteng in February. Image: Burger King

Local gaming and leisure group Grand Parade, through its subsidiary Utish Investments, holds the master franchise agreement to expand Burger King in SA.

The move is part of Burger King's plans to expand into high-growth emerging markets.

Three stores will be opened on one day in Gauteng, at 60 Rivonia Road, at North Station Food Court, Park Station, and at the Sasol Circle Centre at the corner of the R55 and Theron Street in Centurion.

Burger King SA's chief executive Jaye Sinclair said this was in line with the company's expansion strategy within southern Africa.

"We have seen overwhelming success since entering the local market and are confident that our offering will be well received," he said.

Fast-food operators in SA have benefited from the cash-rich and time-poor phenomenon, where rising affluence among the country's middle-class has led to greater use of quick-service dining over formal sit-down restaurants and preparing food at home.

Burger King's presence will heat up competition in an already fierce environment where established companies such as

Steers and Wimpy, owned by Famous Brands and US giant McDonald's have been pushing aggressive promotions to attract customers.

Burger King will use SA as a platform to expand into fast-growing African countries. Its local licence agreement includes countries such as Namibia, Botswana, Zambia, Zimbabwe, Mozambique and Mauritius.

Burger King SA in July last year signed a deal with Sasol that will see an undisclosed number of its sit-down, takeaway and drive-through restaurants open on petrol-station forecourts.

According to BMi Research, forecourt retailing is an ultra-competitive channel, with the economic environment and changing retail landscape significantly influencing where people shop and what they buy.

José Cil, president of Europe, Middle East and Africa for Burger King Worldwide, said the agreement with Sasol allowed the company to position its brand across new channels and expand its number of guests and restaurants in SA.

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