



BURGER BRANDS



LUXEMBOURG-CITY BURGER KING® FACTS AND FIGURES



- **Opening:** 26 April 2017
- **Address:** 59 Avenue de la Gare, 1610 Luxembourg
- **Investment:** €967 K

- **Manager:** Sébastien Libert
- **Own restaurant** (not franchised)
- **Jobs:** almost 80 positions, including 50 jobs created

- **Restaurant surface area:** 486 m²
- **Capacity:** 177 seats on two levels

- **Specifics:**
 - First BURGER KING® of Burger Brands Luxembourg
 - First BURGER KING® in Luxembourg City
 - First BURGER KING® with (6) digital order terminals
 - 2 Coca-Cola freestyle machines (over 100 possible soft-drink combinations)
 - Beautiful, modern “20/20 Prime” décor

- **About Burger Brands Luxembourg:**
 - Manages the BURGER KING® (second largest fast food hamburger chain in the world) and Quick restaurant chains in the Grand Duchy of Luxembourg
 - Currently operates 1 BURGER KING® and 8 Quick restaurants in Luxembourg
 - Headquarters located at 3 Rue des Frênes, 1549 Cessange
 - Employs 290 people



BURGER BRANDS



- **History of Burger Brands Luxembourg:**

- Quick was founded in 1971 in Belgium.
- In 1983, Quick expanded in the Grand Duchy of Luxembourg with the opening of a first restaurant in the city centre, at Place d'Armes. This restaurant was managed by the SCHOLER family, who opened a total of 6 restaurants under the Happy Snacks S.A. name
- By the end of 2001, Quick had more than 430 restaurants, in Belgium, Luxembourg, France and the French Overseas Departments.
- In 2002, the GIB Group sold its participation to new shareholders.
- In January 2008, Happy Snacks sold its Quick restaurants in Luxembourg to Quick Company. Quick became once again a Belgian company and adopted the name Happy Quick S.A. for its Luxembourg activities, of which 45% remained Luxembourgers ownership.
- In 2011, BURGER KING® entered the Grand Duchy of Luxembourg with restaurants located at the German and Belgian borders and managed by Michael Berger.
- In 2016, Quick Company was acquired by the French Group BERTRAND, which put up the Belgian and Luxembourg restaurants for sale, as it planned to focus on the French market.
- In September 2016, the company QSR Belgium (a Belgian investment fund) acquired the BURGER KING® Master Franchise for Belgium and Luxembourg on the one hand and the Quick restaurants of both countries from the group BERTRAND, on the other hand. Quick Restaurant became Burger Brands Belgium.
- In January 2017, Burger Brands Belgium redeemed all the shares of Happy Quick, which thereby is now 100% owned by Burger Brands Belgium.
- On the 1st April 2017, Happy Quick S.A. changed its name and became Burger Brands Luxembourg S.A.
- On the 26th of April 2017, Burger Brands Luxembourg opened its first BURGER KING® in Luxembourg-City.