



BURGER BRANDS



Luxembourg, 25 April 2017

Opening of the first BURGER KING® in Luxembourg City

Burger Brands Luxembourg opens its first BURGER KING® to the delight of Luxembourg-City residents.

A new Burger King in the heart of the capital

On 25 April, Burger Brands officially opened its first BURGER KING® in the Grand Duchy of Luxembourg. There were already three BURGER KING® restaurants in Luxembourg, but these were near to the German and Belgian borders. This new restaurant is right in the city centre - sure to please those who live in the capital. More specifically, the BURGER KING® is located where the Quick restaurant of the Luxembourg-City railway station used to be. This 486-m² establishment will seat more than 200 customers, spread over two floors. Some 50 new people have been hired for the opening of this new restaurant. In total, Burger Brands Luxembourg employs 290 people throughout the Grand Duchy of Luxembourg.

The public will be able to enjoy the famous Whopper and all the other iconic Burger King products starting on Wednesday, 26 April.

A long-term coexistence with Quick

As is the case in Belgium, the opening of this BURGER KING® does not call into question the existence of Quick, which is also operated by Burger Brands Luxembourg. On the contrary, Quick and Burger King are destined to coexist.

“We know that Luxembourg-City residents are very attached to the Quick brand. We are nevertheless convinced that they will welcome BURGER KING® with open arms. With its flame-grilled burgers, the chain indeed offers a very specific range”, Kevin Derycke, CEO of Burger Brands Luxembourg, explains.

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