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PDX BURGERVILLE GRAND OPENING TODAY

Newest Innovations in Extraordinary Guest Service and Local Food Highlighted

May 12, 2014 (VANCOUVER, Wash.) --- Burgerville is proud to announce the grand opening of its newest restaurant, PDX Burgerville, today to showcase the bounty of the Pacific Northwest. The restaurant is located in Concourse D post-security at Portland International Airport.

The experience, look, and menu at PDX Burgerville were co-designed by Burgerville and its guests to satisfy various needs of PDX travelers and airport employees. These innovations include a unique ordering method designed to make every moment memorable for guests, an iconic Burgerville Northwest Signature Menu, and travel-ready Burgerville Fresh offerings featuring local artisan foods, quality ingredients and a fresh perspective on convenient and quick nourishment.

“Our newest restaurant reflects the feedback and input we’ve received from PDX travelers and airport employees throughout the design process,” said Jeff Harvey, Burgerville CEO and President. “We will continue to evolve to respond to our guests needs and wants as we move forward.”

The Key is Service

“One of the important desires expressed by our guests is service,” explained Harvey. “So, we’ve removed the counter that separates our guests from our staff at PDX.” Travelers will notice their orders will be taken personally in the restaurant by a friendly and caring staff member via a hand-held device.

“We have heard travelers want concierge-level, customized service and an unforgettable experience at PDX Burgerville. We’ve designed this new ordering method to give us an ability to create a relationship,” stated Harvey.

Burgerville Northwest Signature Menu Highlights Regional Ingredients and Travel Convenience

Created from the traditional Burgerville menu and guest feedback, the PDX Burgerville Northwest Signature Menu will feature favorite burgers and sandwiches made with fresh, vegetarian-fed and antibiotic-free local beef, vegetarian patties, and sustainably-caught Alaskan halibut fish and chips.

Since menu items at PDX Burgerville have been created largely from food grown and produced in the Pacific Northwest, 85% of the restaurant’s food costs are estimated to be spent locally sourcing ingredients from 988 farms, ranches and artisans inside a 400-mile food shed.

“We admire the way Burgerville designed this new restaurant to meet the unique needs of PDX travelers and employees,” said Vince Granato, Port of Portland Chief Operating Officer. “Burgerville will help PDX continue to offer the best of the Northwest, and we welcome them to our airport family.”

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Opening at 5 A.M. daily, PDX Burgerville will serve breakfast until 11 A.M. Breakfast menu items range from Bob's Red Mill Oatmeal to breakfast sandwiches featuring eggs from cage-free hens that have never been treated with antibiotics and nitrate-free bacon. All of the Northwest Signature Menu is available for breakfast.

Well-known for seasonal offerings, fresh strawberry milkshakes, smoothies and lemonades will be available through June.

Travel-ready Burgerville Fresh debuts with a farmers' market experience to go. Fresh snacks highlight locally sourced artisan foods, made from quality seasonal ingredients. The food is packaged in a convenient and travel-friendly way.

"We clearly heard travelers' desires to take and enjoy our food," said Harvey. "Burgerville Fresh is a new, convenient and easy way to bring the distinctive flavors of the Pacific Northwest with you wherever you go."

Future Innovations in Development

Most importantly, PDX Burgerville will continue to evolve as guests continue to share their feedback, and future adaptations and new innovations will be developed to satisfy needs of PDX travelers and airport employees. Initial experiments around mobile ordering solutions and delivery options will be explored.

About Burgerville

Established in 1961, Burgerville is an innovative and industry-leading restaurant company with 40 locations throughout Oregon and Southwest Washington. 1,300 employees strong, Burgerville provides guests fresh, great-tasting food all-day every day from breakfast to late-night snacks based in its mission "serve with love." At Burgerville, the commitment to fresh, local and sustainable values is about helping people and communities thrive. For more, please visit burgerville.com.

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