

Billy's Burgers News

The Monthly Newsletter of the Billy's Burger's Boviner Club

Hi there, burger-lovers everywhere! Welcome to Billy's Burgers first ever Burger News. This newsletter will be sent to you on a regular basis, and will feature the latest news about our exciting range of burgers and other food products. You'll also find special discounts and concessions for Billy's Burger's Boviners – the exclusive Billy's Burgers gourmet club! So sit back, and enjoy this first edition...

Billy's Burgers Are 100% Bovine

That's right! Independent university tests conducted on behalf of Billy's Burgers irrefutably shows that Billy's Burgers burgers are made from only the best bovine meat. When compared to other products in the marketplace (we cannot mention them here for fear of legal action) Billy's Burgers Bulky Burger, for example, was shown to contain up to 82.3% unprocessed bovine meat. The measure for testing bovine consistency is known as the Unprocessed Bovine Meat Rate or UBMR and is considered to be the world benchmarking measure for bovine purity measurement. Billy's Burgers UBMR compared very favourably with its nearest rival which only managed a 53.6% UBMR.

"I'm totally amazed at how Billy's Burgers does it" said Dr Karl Argent from the University for Independent Bovine Research. "Billy's Burgers has managed to outstrip all of its competitors in the UBMR measure. No food chain since the invention of the hamburger has even managed to come close to the UBMR measure attained by the Billy's Burgers hamburgers. In fact this significantly high rate manifests itself throughout the entire Billy's Burgers hamburger range. It's truly remarkable!"

Grace Harris, the General Manager for Billy's Burgers, said that she was pleased with this finding. "I'm very pleased with this finding," said Ms Harris. "However, it comes as little surprise given the enormous effort that we put into sourcing only the best meat from our suppliers. This accolade is a tribute to our suppliers."

Billy's Burgers Soda Wins Award

The International Soda Users Congress (ISUC) has awarded Billy's Burgers soda a silver medal in the Consistently Drinkable category. This award caps off a fine year for our soda. Only a year ago we changed the formula in accordance with customer feedback. Many of our customers stated that they wanted a more fruity emphasis placed on soda. Our latest range of sodas is more like a fruit drink than a soft drink.

Tests conducted at our research headquarters, the Billy's Burgers J-Food Research Centre, found that with the introduction of more pulped fruit into the sodas that the Flatulence Release Rate (FRR) actually dropped from 27.6% to 16.9%. Most airlines require drinks to have no more than an FRR of 18% to ensure comfort for passengers on long-haul flights. With the recent FRR reduction in Billy's Burgers sodas we will be trying in the next few months to have our sodas provided on all flights to and from the country.

Dr Karl – Welcome Aboard

Billy McAndrews, then founder of Billy's Burgers and the Chairman of the Board, announced the appointment of Dr Karl Argent, as one of the new board members of Burger Bob's. Dr Argent replaces the retiring member Davis Haggerty who served on the Board during the turbulent era known as the Hamburger Wars. Dr Argent was formerly the Chief Research Officer with the University for Independent Bovine Research. He has been a shareholder with Billy's Burgers since it first listed as a public company.