

Betty's Burgers®

Media Release
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THE ULTIMATE AUSSIE COLLABORATION: BYRON BAY COOKIES AND BETTY'S BURGERS TEAM UP

Cookie and burger lovers unite! Iconic Australian Cookie Company, Byron Bay Cookies, and Betty's Burgers have teamed up to create an EXCLUSIVE treat – a Byron Bay Cookie Thick Shake. It features one WHOLE Byron Bay Tropical Mango & Passionfruit Cookie, mixed in with Betty's exclusive frozen-custard ice cream and bespoke passionfruit pulp.

It's the collab only dreams are made of...

Two Aussie besties – Byron Bay Cookies and Betty's Burgers – have teamed up to create an exclusive, unique one-of-a-kind cookie thick shake. And yes, the shake features one WHOLE Byron Bay Cookie!

Shaking things up this September, guests can enjoy the delicious Tropical Mango & Passionfruit Byron Bay Cookie mixed in with Betty's decadent, frozen-custard vanilla ice cream, topped with fresh passionfruit pulp. Think of it as a fresh and indulgent taste of summer, all in the palm of your hand.

"We've been working on a Byron Bay Cookie idea for a while, so we're so excited to finally launch our Byron Bay Cookie Shake," says Lyndal Guterres, Betty's Burgers National Marketing Manager.

"Byron Bay Cookies are an iconic Australian brand known for their premium cookies, and we know our guests will truly love this new, summer-inspired thick shake."

Emilie Emond, Marketing Manager at Byron Bay Cookie Company, says, "There are so many similarities between Betty's Burgers and Byron Bay Cookies, with both brands dedicated to providing guests with deluxe products."

"We couldn't be more excited to bring both brands together to launch a truly decadent, limited-edition cookie shake."

The Byron Bay Cookie Shake is only available for four weeks (1st –30th September) at all Betty's Burgers restaurants nationally, but be quick as there are limited numbers.

This exclusive shake will sell for just \$8.

For more information or imagery please contact:

Lyndal Guterres, National Marketing Manager – M: 0476 820 691 / E: lyndalg@bettysburgers.com.au





ABOUT BETTY'S

Betty's Burgers originally opened in Hasting Street, Noosa, in December 2014. With a fresh approach to burgers, guest experience and restaurant design, Betty's has quickly developed a cult-like following and mass social sharing. Betty's is known for fresh, simplistic burgers that keep guests returning time and time again.

Betty's Burgers now has restaurants across Queensland, Victoria, New South Wales, ACT, South Australia and Western Australia.

www.instagram.com/bettys_burgers/ www.facebook.com/bettysburgersco/

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