



CAMPAIGN HIGHLIGHTS

FEBRUARY 1 - 28, 2026

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

\$71,191

for food bank efforts across the country!

You are all food bank heroes!

DONATION OVERVIEW

BEEF GROUP CONTRIBUTION:

\$39,500

DAIRY FARMERS CONTRIBUTION:

\$2,632

Nova Scotia Dairy Farmers & New Brunswick Dairy Farmers

REPORTED RESTAURANTS DONATIONS:

\$29,059

IRVING CORPORATE + BIG STOP FRANCHISEES DONATED A TOTAL OF:

\$20,636

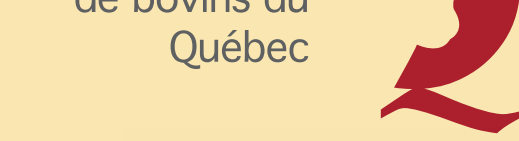
TOP RESTAURANT DONATIONS:

\$2,779 FROM THE CHOP (WINNIPEG, MB)

& \$544 FROM 100 MILE GRILLE (GUELPH, ON) (INDEPENDENT)

COMPARED TO 2025, RESTAURANT PARTICIPATION ROSE BY NEARLY

35%



Canada Beef staff stopped by a participating Burger It Forward location to enjoy a delicious burger while supporting local restaurants and Food Banks Canada.

LOOK WHO'S A BURGER HERO

13

10 beef associations, 1 beef processor (ABPI) + 2 dairy farmer associations collaborated (NS + NB)

360

participating restaurant locations

111,525

burgers sold (REPORTED + ESTIMATE)

291

= the average # of burgers sold per location



CHAMPION RESTAURANTS

#1

BNA (KELOWNA, BC)

2,582

BURGERS SOLD



#2

FUDDRUCKERS (SASKATOON, SK)

2,416

BURGERS SOLD



#3

FEARLESS MEAT (TORONTO, ON)

1,816

BURGERS SOLD



BY FEATURING ALL THEIR BURGERS IN ALL BIG STOP NF/NS/NB REGIONS



BIG STOP SOLD

9,959

BURGERS

MEDIA HIGHLIGHTS

9,769,154

total reach from social and paid media

36,676,539

total reach from traditional media

133

Earned media hits from across the country, with an advertising equivalent of more than

\$338,442

National PR outreach to more than

media outlets 441

34+ Social posts featuring restaurants and activations across the country

49% Restaurant participation on social media

