



CAMPAIGN HIGHLIGHTS

FEBRUARY 1 - 29, 2024

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

\$67,406

for food bank efforts across the country!

You are all food bank heroes!

DONATION OVERVIEW

BEEF GROUP CONTRIBUTION:

\$51,875

DAIRY FARMERS CONTRIBUTION:

\$1,080

Nova Scotia Dairy Farmers
New Brunswick Dairy Farmers

RESTAURANTS GAVE MORE:
UP BY CLOSE TO **23%** *Compared to 2023

RESTAURANT DONATIONS:

\$14,451

REPORTED

TOP INDEPENDENT RESTAURANT DONATION:
THE NASH + TWISTED FORK \$500 EACH

WE RAISED **25% MORE FUNDS**
FOR FOOD BANKS ACROSS THE COUNTRY
*Compared to 2023

RESTAURANT PARTICIPATION
ROSE BY NEARLY **77%** *Compared to 2023

IRVING CORPORATE + BIG STOP FRANCHISEES DONATED A TOTAL OF:

\$8,391



Thank you to Mike MacDonald, Dennis Hogan, Russ Mallard and the rest of the PEI Cattle Producers and Atlantic Beef Products Inc. for your donation.

LOOK WHO'S A BURGER HERO

9 Beef Associations + 2 Dairy Farmer Associations (NS + NB)

199 Participating Restaurant Locations

59,794 Burgers sold (REPORTED + ESTIMATE)

343 = the average # of burgers sold per location



CHAMPION RESTAURANTS

BY FEATURING ALL THEIR BURGERS IN ALL BIG STOP ATLANTIC REGIONS



BIG STOP

Restaurant

BIG STOP SOLD **11,785** BURGERS



CLIVE BURGER (CALGARY, AB)

1,581

BURGERS SOLD



BNA (KELOWNA, BC)

1,402

BURGERS SOLD



BOOM BURGER (CHARLOTTETOWN, PEI)

1,250

BURGERS SOLD



MEDIA HIGHLIGHTS

2,424,872 Total impressions from both traditional and social media

88 Earned media hits from across the country, with an advertising equivalent of more than **\$24,505**

16 Meta ads ran across the country

38 social posts, featuring all participating restaurants

National PR outreach to more than **500** media and influencers

