

17 July 2013

## Bucking Bull Opens in Innaloo

Just over a month after unveiling a new look store design at Midland Gate in Perth, Bucking Bull has opened a new store at Westfield Innaloo Shopping Centre.

Located in the food court, the store is the 34<sup>th</sup> location for the brand, 12 of which are located in Western Australia.

Featuring more natural elements and a modern design, the store still communicates the brand's longstanding love affair with the traditional roast meal.

"Customers in Perth have come to know and love Bucking Bull as the home of their favourite roasts, so it was important to move the brand in a direction that conveyed our knowledge in this category," said Aktiv Brands Managing Director and Bucking Bull founder, Stuart Beechen.

"The new store design is definitely on-trend but there's still a sense of nostalgia and tradition and I think that's something people value that when they visit our stores."

"Being Western Australian born and bred, Bucking Bull already has such a loyal fan base in and around Perth," Stuart said.

Westfield Innaloo Centre Manager Scott Greenwood is excited about finally having a Bucking Bull in the centre.

"Bucking Bull is a welcome addition to Westfield Innaloo and is already proving to be a popular breakfast, lunch and dinner choice. Customers are queuing for a mouth-watering home style roast – a perfect way to beat the winter chill," he said.

**Bucking Bull opened on July 5 and is located in the Food Court at Westfield Innaloo, WA.**

**For more information please visit [www.aktivbrands.com](http://www.aktivbrands.com) or [www.buckingbull.net](http://www.buckingbull.net) .**

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