

26<sup>th</sup> March 2014

## Bucking Bull Opens 2 New Stores

Roast meal franchise Bucking Bull has opened 2 new stores in the space of a week; Stockland Shellharbour in New South Wales and Ocean Keys in Clarkson, Western Australia.

Riding the 'comfort food' resurgence, the store openings reflect Australian's growing appetite for traditional fare.

"There's been a real shift in the market towards artisan foods and flavours and that's been great for us," said Bucking Bull Executive Director Dean Vella.

"Customers have a new found appreciation for the skill and cooking methods behind preparing a classic roast meal," he said.

"Our roasts are slow-cooked for up to 12 hours, which is refreshing in a market so focused on being 'fast'."

The carvery brand has dominated food courts in Brisbane and Perth for nearly 15 years, but has experienced a renaissance of late, particularly in New South Wales and Victoria.

Stockland Shellharbour Centre Manager, Daniel Buchanan, said the new mix of retailers is providing even more choice for customers within the local community.

"It is always great to introduce exciting new brands to the centre and we are looking forward to the response from Bucking Bull." he said.

"Bucking Bull will provide a fresh new food option for our customers, completing the offer available in our newly refurbished food court."

Bucking Bull is part of the Aktiv Brands Group. Aktiv Brands' business portfolio also includes Skewerz Kebabz, Seven Seas Seafood Café and Primal Pantry.

**Bucking Bull opened on March 12 in Stockland Shellharbour, NSW and March 20 in Ocean Keys, Clarkson WA.**

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