

**~~MEAT~~ YOUR MATCH AS READY BURGER CELEBRATES NATIONAL BURGER DAY**

***Discounts, competitions and offers for National Burger Day on 26th August***

Time fries when you’re having fun and as the autumn takes hold, we know it can only mean one thing… National Burger Day is coming. Held each year on the Thursday before the August Bank Holiday, burger lovers rejoice as the patties, the toppings, the perfect bun, finally get the recognition they deserve. The question is, how will you celebrate?

Serving a fully plant-based fast-food menu at affordable prices, Ready Burger creates high-quality meat-free versions of universal favourites – that means toasted sesame seed buns, juicy patties and black pepper mayo, all without the meat. If you haven’t given vegan burgers a try, why not celebrate National Burger Day with the RB crew this year and check out some amazing offers, prizes and of course, a free burger or two…

**Free Double Cheeseburger on orders over £10**

Is it really a celebration if you aren’t getting a free burger chaser with your meal? From 12pm to 12am on 26th August, Ready Burger customers will receive a free Double Cheeseburger with every order over £10 from Deliveroo.

**Save £5 on a £15 spend**

If you‘re more of an Uber Eats kind of fast-food shopper, then don’t fear, because for every £15 you spend on the app, you’ll get £5 off. That means once again not having to choose between a side or another main – not that we’d be judging if you went for both. It’s plant-based, it’s totally fine.

**Win a meal every day until 26th**

The big bun (sorry, the big one)….every single day from now until 26th August, we’ll be running a social competition to giveaway 5 premium meals in store. Head on over to our Instagram @ReadyBurgerUK each day to answer a question about us and the closest / best / dare-we-say-right answer will win a free premium meal (via an electronic voucher to use in-store).

Max Miller, CEO and Co-founder of Ready Burger explains why this is such a big day for the brand: “National Burger Day is our kind of celebration; it’s a date that brings burger lovers like us together. We love food and believe it should taste great, but be inclusive and inexpensive, we think it’s most important for it to be sustainable. To us, NBD isn’t about promoting overconsumption, instead its showing people that you can still enjoy fast-food, but you can do it in a healthier and kinder way.”

Ready Burger’s plant-based beef alternative uses 70% less water to make than its beef counterpart. It also emits 92% fewer greenhouse gas emissions and requires 93% less land to produce. So, whether you go for The Saver Menu Ready Burger (£1.99), The Big Ready (£3.59), The Chicken Challenger (£4.29) or the Saver Menu Double Cheeseburger (£3.39), remember to celebrate it.

Are you ready for a better burger?

For more information on locations, menu and promotions, visit [www.readyburger.co.uk](http://www.readyburger.co.uk)

**ENDS**

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**Notes to editors:**

**About Ready Burger:**

The Ready Burger concept was conceived by co-founders Max Miller and Adam Clark, who set out to bring a value-based plant-based fast-food option to the UK high street. Ready Burger was founded on the belief that fast food should taste great, be inclusive, inexpensive, and more sustainable.

The first Ready Burger launched in London’s Crouch End in May 2021, and a second restaurant is set to open on Finchley Road in summer 2021.

Ready Burger serves 100% plant-based fast food at affordable prices, using high-quality proteins to create great-tasting versions of the world's favourite fast food, burgers and classic sides.

<https://www.readyburger.co.uk/>