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**MEDIA RELEASE**

**Crouch End Gets Ready for A Better Burger**

A brand-new fast-food concept is set to officially launch in London’s Crouch End next month, taking up residence at Park Road.

As restaurants across the city began to invite guests back indoors in line with the next phase of lockdown relaxations, the revolutionary fast-food restaurant Ready Burger opened its doors for a soft launch, with their full menu available for instore ordering and collection, along with a number of taste trials and training events taking place.

The restaurant will officially launch next month with delivery added to the soft launch takeaway service. The brand-new concept introduces a fully plant-based collection of classic flavours at everyday prices.

The Crouch End Ready Burger will feature a collection hatch and digital order point kiosk, with a full menu of flavoursome plant-based burgers alongside classic sides, with premium and saver choices, as well as a range of premium value meals. Options range from; *The Big Ready* (£3.59), to *The Chicken Challenger* (£4.29), to the *Saver Menu* *Double Cheeseburger* (£3.39) – all illustrating that plant-based options can taste just as good as their meat counterparts.

Ready Burger Co-founder and CEO, Max Miller explains; “We set out to bring a host of great tasting, affordable fast food to everybody.  Whether a vegetarian, vegan or a meat eater, our menus are designed to offer food that tastes amazing, which almost anyone can enjoy, but doesn’t cost the earth – in more ways than one!

“At Ready Burger, we’re on a mission to revolutionise the fast-food industry with our new plant-based concept and we’ve been overwhelmed by the positive feedback we’ve had in taste trials and introductions so far. We’re so excited to welcome customers during our soft launch and are looking forward to our official launch next month when we’ll be offering our full menu for takeaway and delivery.”

Ready Burger is also set to open a second restaurant on Finchley Road later this summer.

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