

TOSHIBA

NEWS for BURGER KING®

BURGER KING® Franchise Partners Still on Course for Success with TOSHIBA TEC

With the opening of their new BURGER KING® restaurant on the A59 Jan Willem and Marco Boot continue their success story in Holland.

FEEL THE FIRE



Nobody can greet the guests in a more charming and friendly way.

With their new restaurant on the A59 between Nijmegen and 's-Hertogenbosch the brothers Jan Willem and Marco Boot have built on their success story in the Netherlands. What began with the opening of their first BURGER KING® restaurant on the A2 in Bruchem on 16th April 2002 found its logical continuation in Geffen. Because soon after the opening of the restaurant in Bruchem it was clear for the two friendly brothers: ' This work is fun. We would like to do more with BURGER KING®.'

Jan Willem Boot explains what links him and his brother with BURGER KING® : BURGER KING® stands for a company policy with which we can identify fully without any reservation. Together with BURGER KING® we pursue the objective of growing in quality and of convincing our guests every day with the best possible service, innovations and quality. This strategy simply promises success.

A BURGER KING® Service by TOSHIBA TEC EUROPE

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And we also enjoy working in the restaurant field. Part of this is also the daily contact with young people,' continues Jan Willem Boot. 'Maybe it is because we have inherited this feeling. Our father worked successfully for the well-known AC restaurants for many years and later started his own business. Today, apart from the two BURGER KING® restaurants we also run two Eetalage restaurants and two gas stations on the A2. I think we would not be so successful if we did not enjoy the work so much!'

And the success proves the brothers' point. With double-figure turnover increases every year Jan Willem and Marco Boot are the most successful BURGER KING® franchise partners in the Netherlands. The concept that already worked well in Bruchem will also bear fruit in Geffen, too. Because exactly as in Bruchem, the BURGER KING® restaurant in Geffen is also located under the same roof as the Eetalage restaurant.



Three people on one wavelength: Marco (left) and Jan Willem Boot (rights) with Dennis van der Geest, well-known Dutch Judoka, bronze medal winner at the Olympic Games in Athens and Judo world champion in 2005 (open class).

'With this concept we very much meet the travellers' very different needs. Whilst the parents for example look into the Eetalage restaurant, the children or mostly young people tend to go for BURGER KING®. We have already also seen that the food culture of the children has made the parents curious and that they decide on a BURGER KING® next time around.'

The official opening of the BURGER KING® restaurant on 25th June 2005 was also a complete success. For the children there was no question of boredom, thanks to exciting competitions, a makeup tent, a soccer goal competition and a gigantic moonwalk to bounce on.



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The definite highlight of the day was the appearance of Dennis van der Geest. All the visitors, both big and small, were quite surprised to see the current Judo world champion and bronze medal winner from the Athens Olympics slip into the role of disk jockey and play hot tracks for a great atmosphere.

For the fitting of the new restaurant with powerful hardware and software the choice was once again TOSHIBA TEC. Jan Willem sums up: 'We already had a positive experience with TOSHIBA TEC in Bruchem. The system worked perfectly and the quality of the hardware was just right. Additionally, a visit to TOSHIBA TEC in Krefeld impressed me completely. The warehouse alone was stunning. And the professional service from order placement right through to the smooth installation convinced me completely'.



The high performance of the ST-70 guarantees quick service at the counter.

On the A59 the brand new ST-70 from TOSHIBA TEC is coming onto the counter for the first time. The ventilator-free, noise-free touch terminal is state-of-the-art POS technology and sets new standards in terms of performance and design. Jan Willem Boot is really enthusiastic: 'The ST-70 is even more compact than the previous model. And clearly faster. To start with our staff really had to get used to this performance. With the ST-70 we have made a good choice. We are very happy with it!'

TOSHIBA TEC hardware is also in use next door at Eetalage. The tried-and-trusted ST-6500 POS system provides the required performance at the cash register. The user console is an interactive LKBST-56 touch terminal. The interstate service area Manager, Clemens van Hulten, is enthusiastic about working with touch screen. Clemens van Hulten: 'The input of cash register data using the colored touch screen is child's play and ensures that we have short service times at the point of sale.'

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Clemens van Hulten, Manager of the interstate service areas, at the LKBST-56 interactive touch terminal from TOSHIBA TEC.

Jan Willem Boot is a team player who passes on his expertise. When other franchise partners after the Boot brothers opened BURGER KING® restaurants, he took the initiative and founded the association of BURGER KING® franchise partners in the Netherlands. As the chairman he explains: 'The objective of the association is to inform the members comprehensively and support during the start. Exchange of information is just as important. Then it is a question of comparison between suppliers of cash register systems, new marketing ideas and much more. In the process, synergy effects develop to everyone's advantage. Our company has already adopted some of the ideas. Naturally we are especially proud of this.'

Jan Willem Boot summarizes: 'When we were the first franchise partners in the Netherlands and were looking for a suitable system for Bruchem, the competition between Micros and TOSHIBA TEC was a good thing. It is always an advantage when there are several suppliers in competition. Only in this way can you really compare. In the process the overall concept absolutely convinced us. As a Total Solution Provider, TOSHIBA TEC gives us a solution in one go. With TOSHIBA TEC, service, price and performance are all exactly right. More than 400 successful installations were proof enough for us for this.'



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From top to bottom:

Delighted faces on the opening day. Marco (left) and Jan Willem Boot in their new restaurant on the A59.

The concept works: BURGER KING® and Eetalage enjoy a seamless handover.

Pure motivation: Marco Boot with the Eetalage Team.



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From top to bottom:

Judoka and Olympic winner Dennis van der Geest also scored as a disc jockey.

The successful opening turns into a party for young and old alike. Everyone enjoyed themselves completely.

For the youngsters it was the greatest experience possible to shake hands with their idol Dennis van der Geest. And of course autographs were popular, too.



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