

## American Burger Franchise Serves the Troops with First Navy Base Location

Written by Australian Business

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VENTURA, CA, November 08, 2013 **/24-7PressRelease/** -- Recognized as one of the most aggressive and ambitious brands in the United States, Jake's Wayback Burgers has joined forces with the Naval Base Ventura County (NBVC) Port Hueneme, Navy Exchange (NEX) to open a new restaurant in the NEX Port Hueneme food court. The new restaurant is slated to open January 2014 which marks the second Jake's Wayback Burgers in Ventura Country; the first opening in Ventura was on April 11, 2013. The opening establishes a new connection with military personnel, and continues Jake's Wayback Burgers' expansion in the U.S. market.

"The opening of our new location with the Naval Base Ventura Country Port Hueneme Navy Exchange continues our efforts of expanding into non-traditional markets through strategic alliances," said John Eucalitto, President of Jake's Wayback Burgers. "While military bases operate in cities with large populations of both military personnel and civilians, we look forward to working with NEX and developing a strong relationship as we seek to expand into other markets."

With construction underway, the new restaurant will open this winter under the leadership of local franchisee, April Valusek, who also owns the first location in Ventura.

The fast-casual franchise has come a long way since spearheading national franchising efforts in 2009. As burger concepts continue to thrive, Jake's Wayback Burgers differentiates itself playing homage to high-quality burgers combined with a family-friendly atmosphere in which burgers are served up the way they used to be. Jake's Wayback Burgers currently has a presence across 23 states and operates in over 70 locations with plans to triple its number of locations sold by the end of 2013.

Along with non-traditional locations, Jake's Wayback Burgers recently expanded into 28 countries throughout the Middle East and North Africa region with international franchise development company, Topaz MENA in addition to recently joining forces with Wayback Argentina S.A. as the company has signed a deal to open 30 new locations in the Argentina market.

Jake's Wayback Burgers is about serving delicious and fresh, hand-made burgers and hand-dipped milkshakes amidst an atmosphere that hearkens back to a simpler place and time - a time when "customer service" meant something, and everyone felt the warmth of the community. The restaurant offers rich, thick milkshakes made the old-fashioned way by hand, using only fresh milk and hand-dipped ice cream. Jake's Wayback Burgers also offers crispy and grilled chicken sandwiches, veggie burgers, turkey burgers, and house-made chips, as well as the famous Burger and Shake of the Month.

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Stay tuned for Jake's Wayback Burgers of Ventura to host its Burger Bash weekend of festivities. The event will kick off with a ribbon cutting, fundraiser, Triple Triple Burger eating contests, as well as family fun activities and free food throughout the weekend.

For more information about franchising and Jake's Wayback Burgers visit <http://waybackburgers.com/franchising> or at <http://www.facebook.com/waybackburgers>

About Jake's Wayback Burgers Founded in 1991 in Newark, DE, Jake's Wayback Burgers is a fast-casual restaurant chain with a reputation for fresh burgers and thick, hand-dipped milkshakes. Jake's Wayback Burgers is a Connecticut-based franchise and currently operates in 23 states with over 70 locations nationally and plans to open in 28 countries through the Middle East and Northern Africa.

About NEXCOM The Navy Exchange Service Command (NEXCOM) oversees 100 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 40 Navy Lodges, Ships Stores Program, the Uniform Program Management Office, the Navy Clothing Textile and Research Facility and the Telecommunications Program Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Navy Morale, Welfare, and Recreation (MWR) programs. In FY12, \$2.8 billion in sales were generated with \$45.9 million in dividends provided to Navy MWR programs.