



[www.upperburger.com](http://www.upperburger.com)



**UPPER SAINT-PIERRE**  
25 rue Pas St Georges  
Bordeaux  
717  
Lunch and Dinner



**UPPER GAMBETTA**  
7 rue Judaïque  
Bordeaux  
717  
Lunch and Dinner

Press Release May 7th 2015

UPPER innovates to welcome tourists in Bordeaux.

## BORDEAUX : THE TOURIST SPOT IN EUROPE

The City of Bordeaux won the title of **Best European Destination 2015**. Already classified in 2007 as a UNESCO World Heritage Site, it is one of the most attractive cities in Europe. With more than 5 million tourists expected in 2015, the merchants of the city must also open up to international languages. At its international genetic code, UPPER BURGER offers new menu's translations by the QR Code to ensure the best personalized service.



## OUR SOLUTION : INTERNATIONAL MENUS BY QR CODE



The QR code is a bar code readable with a free app from your phone .

Try our menu in English :

1. Download the application *Unitag*
2. Open the app facing the QR Code
3. The menu appears on your phone

Other translations : Spanish, Basque, Italian, German, Chinese, Japanese and Russian



QR Codes will be available from 22 June 2015 on the English menu hung on the facades UPPER Burger on all printed materials to customers and site [www.upperburger.com](http://www.upperburger.com)

## UPPER, BEST PLACE FOR GOURMET BURGERS

UPPER is a Bordeaux brand nationally recognized for the quality of its burgers . Since 2012 , the goal is to offer every day to customers *uppermaniacs* the best burger in the city by seeking the original taste of the American burger with products and quality local suppliers.



Olivier Poels : " *Good restaurants which put the burger to their menu [...] UPPER BURGER Bordeaux* "



" *Our addresses to eat a good burger in France [...] UPPER BURGER Bordeaux* "



" *In Bordeaux , it's a burger , eat the must of the year.* "



Upper Burger

Uppermaniac

### CONTACT

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Press Kit on demand

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