

# *The Extrawurst story*

*PR Coverage summary for September  
2021 – January 2022*



**Extrawurst®**

27th October Propel daily newsletter.

**The updated Propel Multi-Site Database**, which is produced in association with Virgate, features **Extrawurst**, one of the leading German bratwurst fast-food to go brands, which has a global audience with sites in Asia, South America and Europe. The business is now branching into the UK with three sites set to open this year. Also

Propel  
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NEWS

## Extrawurst franchise is introducing its 'simply better' German bratwurst brand to the UK

Extrawurst, a leading authentic German bratwurst fast-food to go brand, is launching its franchise concept into the UK. The company has over 30 sites in Germany with more than 10 openings in the pipeline and many in other markets around the world. The business sells over 2.5 million sausages a year and have expanded its concept to a global audience with sites in Asia, South America and Europe.



Extrawurst, founded in 1981 by Lothar Hagebaum and now run by his son Kim, says it prides itself on the quality of its iconic Original German Bratwurst sausages which are supple, meaty, perfectly seasoned and seductively fragrant. The signature menu items are made to an authentic secret recipe under the careful scrutiny and sign off by Extrawursts German master butchery team which creates an unrivalled eating experience.

## German bratwurst brand Extrawurst to make UK debut

STREET FOOD

By **BigHospitality**

28-Sep-2021 - Last updated on 28-Sep-2021 at 10:18 GMT



RELATED TAGS: QSR, Street food, Sausage

**BigHospitality**

**German bratwurst fast-food brand Extrawurst is making its entry into the UK this year with restaurants in Birmingham and Nottingham.**

The first UK sites will open in the fourth quarter of 2021 in Birmingham and Nottingham city centres as well as in the West Midlands Regional Shopping centre. They will be operated by Extrawurst, which will then roll the model out to franchisees, with up to 100 sites planned for the UK in the next three years.

Extrawurst is one of the leading German bratwurst fast-food brands with more than 30 restaurants in Germany and presence in Asia and South America. The UK business is being headed up by Sam Shutt, former Debenhams head of retail hospitality operations, partnerships and business development and Philpotts managing director.

“The UK food-to-go market is expected to recover from the pandemic at a faster rate than the total eating out market so there’s an opportunity for an innovative new offer on the high-street which delivers an exciting range of good value quality food,” says Shutt.

“As a nation we love sausages, they are the perfect food to eat on the go all through the day, whether as a breakfast snack or a lunchtime meal with a coffee. We are confident our menu will appeal to consumers and entice them to become bratwurst enthusiasts.”

The menu will feature a choice of pork bratwurst sausage in a bun as well as a range of currywurst, frikadelle and schnitzel options all served with a choice of sauce toppings, sides and spices. The chain will also be introducing a vegan bratwurst in to the UK market.



## German fast food sausage company Extrawurst set to open in Nottingham

It will be one of its first franchises in the UK

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9 COMMENTS

By **Lynette Pinchess** Life Writer  
11:31, 27 SEP 2021    UPDATED 13:50, 27 SEP 2021

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Today there are franchises across Germany and the brand is about to launch in the UK.

The location of the Nottingham site hasn't been revealed but it's one of three, along with Birmingham and a West Midlands shopping centre, opening this year with a plan to roll out hundreds more in 2022.

CEO of the UK business, Sam Shutt, former **Debenhams** head of retail hospitality operations, partnerships and business development, told hospitality website Propel: "The UK food-to-go market is expected to recover from the pandemic at a faster rate than the total eating-out market so there's an opportunity for an innovative new offer on the high street, which delivers an exciting range of good value quality food."

NottinghamshireLive

# German Bratwurst brand Extrawurst debuts in the UK

□ tabraizwilley · September 28, 2021



**LONDON**  
NEWS TODAY

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The first UK site will open in the fourth quarter of 2021 in the city centres of Birmingham and Nottingham, as well as in the West Midlands regional shopping centre. These are operated by Extrawurst, which has deployed its models to franchisees, with up to 100 sites planned in the UK over the next three years.

Extrawurst is one of Germany's leading Bratwurst fast food brands, with more than 30 restaurants in Germany and in Asia and South America. The UK business is headed by Sam Shutt, a former Debenhams head of retail hospitality business, partnerships and business development and managing director of Philpotts.

"The UK takeaway food market is expected to recover from a pandemic at a faster pace than the overall food service market, so there are opportunities for innovative new offers on the high streets and an exciting range of quality foods. "We provide," says Shutt.

"As a country we love sausages, sausages are the perfect food to eat all day on the go, whether as a light meal for breakfast or as a lunchtime meal with coffee. Our menu appeals to consumers. And I'm sure it will tempt you to become a breakfast lover. "

The menu includes breaded pork bratwurst sausages, as well as a variety of currywurst, fricadel and schnitzel options, all with sauce toppings, sides and spices. The chain will also introduce the Vegan Bratwurst to the UK market.

The brand aims to launch three extrawurst formats located in various locations such as shopping centers, high streets, street food markets, festivals and events. Macro will be in the form of a counter service shop with a small seating area designed for high street and shopping center locations. midi will be a relocatable container that can be placed in the food market or events. And Micro – Tuk Tuk for seasonal events and pop-up venues.

## The wurst is not, so long as we can say, this is the wurst

German sausage is coming to the U.K. once again, with **Extrawurst** making moves on Birmingham and Nottingham before lining up on the capital. [Big Hospitality]





## News bites

The sausages are coming. Extrawurst, a Bratwurst takeaway chain with 30 outlets in Germany, is to open in the UK. They are planning ‘hundreds of sites’ across the country over the next three years, both kiosks and larger outlets with some seating. It will start with three of the larger units in Birmingham, Nottingham and a shopping centre in the West Midlands later this year, before expanding with the help of franchisees in 2022 ([extrawurst.info](http://extrawurst.info)).

**Jay Rayner on  
restaurants**  
Food



**Jay Rayner**

Sun 3 Oct 2021 06.00 BST





## Extrawurst is introducing its 'simply better' German bratwurst FTG brand to the UK

September 28, 2021 | featured



Extrawurst, one of the leading authentic German bratwurst fast-food to go brands which has over 30 sites in Germany, with more than 10 openings in the pipeline and many more openings in other markets around the world is launching its fast food to go concept into the UK.

The UK business is being headed up by former Debenhams Head of Retail Hospitality Operations, Partnerships and Business Development and Philipotts MD, **Sam Shutt** who will lead the strategy to open 100s of sites across the UK in the next three years with a master franchise model.

**Extrawurst** is a German success story, founded in 1981 by Lothar Hagebaum and now run by his son, Kim Hagebaum, the family business is renowned for providing authentic, delicious German fast-food with craftsmanship and quality at its heart. The business sells more than 2.5m sausages a year and have expanded its FTG concept to a global audience with sites in Asia, South America and Europe.

It prides itself on the quality of its iconic Original German Bratwurst sausages which are supple, meaty, perfectly seasoned and seductively fragrant. The signature menu items are made to an authentic secret recipe under the careful scrutiny and sign off by Extrawursts German master butchery team which creates an unrivalled eating experience.

The brand will launch with three shop format units in **Birmingham City Centre**, **Nottingham City Centre**, and **West Midlands Regional Shopping** centre in Q4 2021 which will be operated by the Extrawurst team with a view to roll the model out to franchisees in 2022.





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# Extrawurst to roll out UK franchise in 2022

Posted: 11 Oct 2021 | 3 minutes read



Share:  German food-to-go brand plans to open hundreds of sites in next three years 

## What Franchise



German food-to-go brand Extrawurst is launching as a franchise in the UK, with plans to open hundreds of sites in the next three years.

Founded in 1981, the company has over 30 sites in Germany, as well as outlets in Asia, South America and Europe. Extrawurst currently sells more than 2.5 million sausages a year.

Utilising a master franchise model, the UK business is being headed up by Sam Shutt, the former Debenhams head of retail hospitality operations, partnerships and business development and Philpotts managing director.

Extrawurst will launch with three shop units in Birmingham, Nottingham and the West Midlands in Q4 2021, which will be operated by the Extrawurst team with a view to rolling the model out to franchisees in 2022.

Sam says: “The UK food-to-go market is expected to recover from the pandemic at a faster rate than the total eating out market, so there’s an opportunity for an innovative new offer on the high street which delivers an exciting range of good value quality food.



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# A COFFEE BREAK WITH...

SAM SHUTT CEO, Extrawurst



**"You have to have focus and bucketloads of tenacity"**

#### What does your job typically entail?

Great question! I am naturally a hands-on person and I like understanding the detail. Fundamentally, I am the driving force of the business, in all areas.

Typically, it is all about setting the Extrawurst strategy, 'beginning with the end in mind', and finding the solutions and building partnerships to allow us to deliver our strategy and growth plans. I am busy and it can be all-consuming, but it's a very rewarding role and to be able to lead and direct a new food-to-go brand is a huge opportunity and privilege.

#### How did you get into the industry?

I always knew that the food and beverage industry was for me. Prior to attending catering college, I worked part-time and in summer holidays in commercial kitchens and started to learn my craft. I was successful in being able to go to university and while I was there I spent a year in industry with TGI Fridays, and that was the real beginning of my adventure in hospitality. This role took me all across the UK and internationally, which included supporting 11 new store openings.

I progressed into a management role and finally opened the first airport TGI Fridays at Heathrow back in 2000. From there I spent time working with many UK high street brands across various models, both company-owned

and franchise, and in many environments, including high street, health and contract catering. I also ran my own company for five years and have consulted, both in the UK and internationally.

#### What's your favourite part of your working day?

The daily challenge of balancing growing a business with the reactive operational nature of running what can be a very reactive business.

#### And your least favourite?

Hearing anything that stops us moving forward or sucks us of time that can be used to be more productive and progressive as a business.

#### What's your favourite food and beverage?

As a Yorkshireman, I love simple, traditional, bold food done very well. A solid roast fillet of beef with a really good glass of Rioja ticks the box for me all day long and twice on a Sunday. Really good fish and chips would be a close second.

I must confess that I have a major sweet tooth, so I am a sucker for any form of sweet treat, traditional pudding, patisserie and so on. But my kryptonite is bread... I love bread!

#### And your least favourite?

One word: cheese. I just can't get on with it, closely followed by seafood.

#### What is the biggest factor currently affecting the industry?

Supply. This can be a number of things - product, lead times, price fluctuation, people, the impact of Brexit and living in a post-lockdown world. This becomes even more intensive when you are a new start-up business as you have no prior history.

#### What one piece of advice would you offer someone working in the industry?

It's a big industry so don't pigeonhole yourself into one area or sector. In my experience the breadth and variety of my hospitality journey has made me more aware, confident and knowledgeable, and ultimately more marketable and attractive to other employers. This business is not for the faint of heart, you really have to have focus and bucketloads of tenacity. However, if you do possess those qualities, what you put in you will definitely get back out. ☺



**B** What's On > Food & Drink > Merry Hill shopping centre

# Merry Hill announces new bratwurst restaurant and it's a UK first

Extrawurst will be selling bratwurst all year round - so don't worry if you can't make it to a Christmas market this December

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By [Dayna Farrington](#) Black Country Life Writer  
10:40, 24 NOV 2021 | **UPDATED** 11:01, 24 NOV 2021

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## MERRY HILL IS HAND-PICKED AS FIRST UK LOCATION FOR GERMAN RESTAURANT EXTRAWURST

**25 NOV 2021**

**Published in: Member News**

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Merry Hill is hand-picked as first UK location for German restaurant Extrawurst

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Merry Hill is set to welcome the UK's first ever Extrawurst restaurant, a leading authentic German bratwurst fast-food brand, as it opens its doors to shoppers on Friday 17th December.

The new restaurant will be situated in Merry Hill's Eat Central dining area, and includes a range of tasty treats, including their original German bratwurst sausages and so much more.

The opening is expected to delight shoppers into Christmas and beyond with its signature award winning menu – fresh from the grill, made with an authentic secret recipe by Extrawurst's German master team. Extrawurst's great choice menu also includes delicious Schnitzels – thin cutlets of seasoned chicken that are perfectly fried in breadcrumbs and Frickadelles – a German delicacy of flat pan-fried meatballs.

The Extrawurst menu is completely personalised so visitors can build their own perfect meal. Diners can choose a main (bratwurst, schnitzel, frikadelle or pulled pork), a side (fries, rosemary potatoes grilled mushrooms or glazed onions), a signature sauce (curry, mushroom, sweet pepper), along with toppings and spices.

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**Black Country  
Chamber of  
Commerce**



#### Burley Browne helps feed Bratwurst appetite

A new 'grab and go' food concept, which will bring bratwurst sausages to high streets across the country, is being launched with help from commercial property consultants Burley Browne.

The Sutton Coldfield-based company has identified Extrawurst's first two shops and is actively seeking further locations across the UK, according to Burley Browne director David Hemming.

David said: "Extrawurst has around 40 sites in Germany and it is now looking for four UK sites before the end of the year, with a much larger roll out in 2022 and beyond.

We have been instructed by the UK master franchise holder to find suitable sites which will give them a significant foothold in the fresh food grab and go sector. We already have two sites under offer, in the Birmingham and Nottingham areas.

The selected sites will be a mix of shopping centres, food courts, high streets, travel hubs and retail park locations."

David added - "We are keen to talk to landlords and agents who have sites that they believe will be suitable for a new grab and go fresh food concept."

Sam Shutt, CEO of Extrawurst UK, said: "The UK FTG market is expected to recover from the pandemic at a faster rate than the total eating out market so there's an opportunity for an innovative new offer on the high street which delivers an exciting range of good value quality food.

As a nation we love sausages, they are the perfect food to eat on the go all through the day, whether as a breakfast snack or a lunchtime meal with a coffee. We are confident our menu will appeal to consumers and entice them to become Bratwurst enthusiasts."

The mouth-watering menu will consist of a choice of pork Bratwurst sausage in a bun, a range of famous Currywurst options, as well as Frikadelle and Schnitzel

MIDLANDS

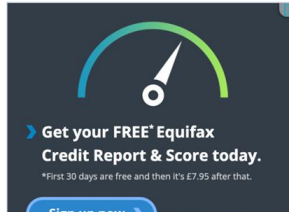
# Merry Hill Is Hand-Picked As First UK Location For German Restaurant Extrawurst

By Sam Wardell - 25 November 2021



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The opening is expected to delight shoppers into Christmas and beyond with its signature award winning menu – fresh from the grill, made with an authentic secret recipe by Extrawurst's German master team.

Extrawurst's great choice menu also includes delicious Schnitzels – thin cutlets of seasoned chicken that are perfectly fried in breadcrumbs and Frickadelles – a German delicacy of flat pan-fried meatballs.

# German restaurant Extrawurst set to open at Merry Hill



By **Bev Holder** | [@StourbridgeNews](#)  
Chief Reporter / Data Investigations Reporter



The UK's first ever Extrawurst restaurant, a leading authentic German bratwurst fast-food brand, is to open at Merry Hill



# Dudley News



The new restaurant, which will be located in Merry Hill's Eat Central dining area, will open its doors to shoppers on Friday December 17 and will offer a range of treats including their original German bratwurst sausages, Schnitzels – thin cutlets of seasoned chicken that are fried in breadcrumbs and Frickadelles – a German delicacy of flat pan-fried meatballs.

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The opening is expected to delight shoppers into Christmas and beyond with its signature award winning menu – fresh from the grill, made with an authentic secret recipe by Extrawurst's German master team.

It also offers a children's menu.

Sam Shutt, CEO Extrawurst UK, said: "We are excited to launch our

first UK site in Merry Hill and we're looking forward to bringing authentic, delicious German bratwurst to the people of the Black Country.

"Brits are huge sausage fans with an average person eating 2,700 sausages in their lifetime but most people only experience German bratwurst at Christmas markets so we're delighted to bring the flavours of Germany to more people all year round."



## Merry Hill to get German-style Bratwurst restaurant next month

By [Nathan Rowe](#) | [Dudley](#) | Published: Nov 24, 2021 | Last Updated: Nov 24, 2021

Merry Hill is set to welcome a German bratwurst fast-food brand, the first of its kind in the UK.

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An Extrawurst restaurant will open its doors in the Brierley Hill shopping centre's dining area on December 17 bringing six new jobs. It will provide a range of treats including their original German bratwurst sausages.

The new store is the latest in a string of additions to Merry Hill following on from the arrival of bubble tea specialist, Bubblycious in April and egg-free bakery Cake Box in June.

Jonathan Poole, centre manager at Merry Hill, said: "We're thrilled that Extrawurst has chosen Merry Hill to open its first UK restaurant following its success in Germany.

"The new opening will bolster our already strong food and beverage offering at the centre and will provide even more options for visitors to choose from.

"We're sure Extrawurst's range of food options will go down a treat as a great Winter warmer this Christmas, but all year around too.

"We have a series of exciting, family-friendly activities to mark the launch of Extrawurst, so visitors should keep their eyes peeled for moments to get involved in over the coming months."

# Express & Star

31st December 2021

## Road near Merry Hill to close for five weeks for Metro work



By Danielle Poole | [@danielle\\_poole1](#)  
Reporter



The Embankment by Merry Hill. Image: Google Maps.



A KEY road next to Merry Hill Shopping Centre is to close for more than a month for tram extension works.

A KEY road next to Merry Hill Shopping Centre is to close for more than a month for tram extension works.

The Embankment will close for five weeks from January 17 while work is carried out bring the Midland Metro to Dudley and Brierley Hill.

A signed diversion route will be in place for shoppers wanting to access the centre.

A statement from Transport for West Midlands said: "The Midland Metro Alliance (MMA), working on behalf of Transport for West Midlands (TfWM), will be carrying out the essential activity from 17 January 2022.



we've got the whole package.

"There will be a full closure on The Embankment from 17 January 2022 for 5 weeks.

"Once the first phase of works are complete further utility upgrades and diversions will continue throughout the winter and early spring 2022 with localised restrictions in place.

"A signed diversion is in place."



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# Halesowen News

# Bratwurst sausage brand on hunt for UK sites



David Hemming

News / Property  
October 04 2021  
Rachel Covill



Write a comment



A new 'grab and go' food concept, which will bring bratwurst sausages to high streets across the country, is being launched with help from commercial property consultants Burley Browne.

The Sutton Coldfield-based company has identified Extrawurst's first two shops and is actively seeking further locations across the UK, according to Burley Browne director David Hemming.

"We have been instructed by the UK master franchise holder to find suitable sites which will give them a significant foothold in the fresh food grab and go sector. We already have two sites under offer, in the Birmingham and Nottingham areas.

"The selected sites will be a mix of shopping centres, food courts, high streets, travel hubs and retail park locations."

He added: "We are keen to talk to landlords and agents who have sites that they believe will be suitable for a new grab and go fresh food concept."

Sam Shutt, CEO of Extrawurst UK, said: "The UK FTG market is expected to recover from the pandemic at a faster rate than the total eating out market so there's an opportunity for an innovative new offer on the high street which delivers an exciting range of good value quality food.

"As a nation we love sausages, they are the perfect food to eat on the go all through the day, whether as a breakfast snack or a lunchtime meal with a coffee. We are confident our menu will appeal to consumers and entice them to become Bratwurst enthusiasts."

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## Extrawurst fast food outlet to open at Merry Hill next week



By Bev Holder | [@StourbridgeNews](#)  
Chief Reporter / Data Investigations Reporter



The UK's first ever Extrawurst restaurant, a leading authentic German bratwurst fast-food brand, is to open at Merry Hill



**A LEADING German bratwurst fast-food brand has postponed the launch of its first ever UK restaurant at Merry Hill shopping centre.**

The opening of Extrawurst in Merry Hill's Eat Central dining area had been planned for Friday December 17 but will now go ahead on Wednesday December 29 and will host sausage related celebrations in January.

Tipped to be an absolute banger, Extrawurst, will be giving the people in Dudley the first bite of its original German bratwurst sausages.

Schnitzels – thin cutlets of seasoned chicken fried in breadcrumbs – and Frickadelles – a German delicacy of flat pan-fried meatballs – also feature on the menu.

# Merry Hill's newest restaurant - which is UK first - delays grand opening until after Christmas

Extrawurst was due to open on December 17 at the Dudley shopping centre - but it has been put back

Christmas market foodies were rejoicing at the news the restaurant was due to open in the Eat Central area on Friday, December 17, so they could enjoy the authentic festive market taste all year round.

**Read more:** [Merry Hill Christmas opening times - full list as hours extended](#)

**BirminghamLive**

But Bratwurst fans will have to wait that little bit longer after it was announced the launch had been moved back to Wednesday, December 29.

Birmingham Live has asked Merry Hill why it has been delayed, and we are awaiting a response.

Instead, Extrawurst will be hosting sausage-related celebrations in January.

The eatery will be giving the people of [Dudley](#) the first bite of its Original German Bratwurst sausages, which they describe as 'meaty, perfectly seasoned and seductively fragrant'.

# We tried new Merry Hill restaurant which is a first in the UK - but were left disappointed

It serves authentic Christmas market food all year round - from bratwursts, schnitzels and frickadelles - but we felt Extrawurst could have done more



BirminghamLive



## The service

The staff were friendly and helpful.

We asked a number of questions in relation to the menu, as some of the dishes and names were completely new to us - and they were happy to help us and explain through the details.

It was also extremely quick - which you expect from fast-food.

From making our order and paying, to sitting down (after we did eventually find a seat in Eat Central) it was less than five minutes.

But that's exactly what you want for a quick bite to eat while shopping right?

## The food and drink

Extrawurst has a variety of items on its menu - and it's worth taking a good look before you make your choice.

The menu boasts a range of treats including their original German bratwurst sausages.

But as well as the famous sausages, the menu includes schnitzels - thin cutlets of seasoned chicken that are fried in breadcrumbs - as well as frickadelles, a German delicacy of flat pan-fried meatballs.

What we liked about the menu was that although there were combo meals already selected and put together for you to try - it can also be completely personalised, so you can build your perfect meal.

You could choose from a main - bratwurst, schnitzel, frikadelle or pulled pork - with a side of either fries, rosemary potatoes, grilled mushrooms or glazed onions, a signature sauce of curry, mushroom or sweet pepper, and then toppings and spices.

We, however, went for the combo meals this time. And don't get me wrong, they all sounded super delicious.

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## EXTRAWURST LAUNCHES INTO MERRY HILL WITH A BANGING BRATWURST BONANZA

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Tuesday, January 18th, 2022 10:46am

By Dan Richards [@brummy\\_dan](#)

Leading authentic German bratwurst fast-food brand, Extrawurst's first ever UK restaurant in the Merry Hill Centre was declared officially open last week.



Leading authentic German bratwurst fast-food brand, Extrawurst's first ever UK restaurant in the Merry Hill Centre was declared officially open last week.

Mike Wood MP for Dudley South cut the 'sausage' ribbon alongside Extrawurst UK CEO, Sam Shutt. To further celebrate it is holding a Bratwurst Bonanza Extrawurst and giving away one hundred of its original German bratwurst sausages in a bun, alongside a free Coke soft drink on Friday 21st January, from 11am-12pm at Merry Hill's Eat Central dining area.



There will also be free freshly ground Rounton Coffee available between 2pm-4pm on the same day. Mr Shutt said:

"We're confident that our iconic Bratwurst will be a real crowd-pleaser so we're excited to introduce them to Merry Hill visitors. Our menu has a sizzling selection of German delights including Frikadelle, Schnitzel and Pulled Pork and even a vegan option so there's something for everyone."

The free bratwurst sausages will be available on a first come, first served basis so anyone interested in the offer is advised to arrive earlier as they're expected to fly off the grill! Mike Wood, MP for Dudley South added:

"It's so great to see another new brand choose Merry Hill as its home. Extrawurst have brought something new and tasty for local people to try when visiting Merry Hill, and they've also created new jobs for local people which is always great to see."

18/01/22

**News**

18th January

# Free giveaways to mark Extrawurst opening at Merry Hill



By Bev Holder | [@StourbridgeNews](#)  
Chief Reporter



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# Dudley News

18/01/22





## News

18/01/22

### Free sausages and coffee offered at Merry Hill as bratwurst restaurant opens

By [James Vukmirovic](#) | [Brierley Hill](#) | Published: 22 hours ago | Last Updated: 22 hours ago

The latest restaurant to move into a Black Country shopping centre has officially opened.

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Mike Wood MP for Dudley South cut the 'sausage' ribbon alongside Extrawurst UK CEO, Sam Shutt.

German bratwurst fast food outlet Extrawurst declared its first-ever UK restaurant officially open at Merry Hill last week.

To celebrate, it holding a 'Bratwurst Bonanza Extrawurst' and giving away 100 of its original German bratwurst sausages in a bun, alongside a free Coke soft drink on Friday, January 21, from 11am to 12pm.

## Free giveaways to mark Extrawurst opening at Merry Hill



18/01/22

# Stourbridge News

There will also be free freshly ground Rounton Coffee available between 2pm to 4pm on the same day.

Extrawurst UK CEO Sam Shutt said: "We're confident that our iconic Bratwurst will be a real crowd-pleaser so we're excited to introduce them to Merry Hill visitors. Our menu has a sizzling selection of German delights including Frikadelle, Schnitzel and pulled pork and even a vegan option so there's something for everyone."

There's also a little brats menu for children.

Jonathan Poole, centre manager at Merry Hill, added: "Extrawurst is a great addition to Merry Hill's already strong food and beverage offering, and it was great to have local MP Mike Wood at the centre to mark its opening.

"Extrawurst's very first UK restaurant boasts an award-winning menu which provides even more options for our visitors to choose from, and its Bratwurst is the perfect winter warmer for those enjoying a day out shopping."

Dudley South MP Mike Wood said it was "so great" to see the brand choose Merry Hill as its home and he added: "Extrawurst have brought something new and tasty for local people to try when visiting Merry Hill, and they've also created new jobs for local people which is always great to see."

The free bratwurst sausages will be available on a first come, first served basis.

## Free giveaways to mark Extrawurst opening at Merry Hill



18/01/22

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Extrawurst UK CEO Sam Shutt said: "We're confident that our iconic Bratwurst will be a real crowd-pleaser so we're excited to introduce them to Merry Hill visitors. Our menu has a sizzling selection of German delights including Frikadelle, Schnitzel and pulled pork and even a vegan option so there's something for everyone."

There's also a little brats menu for children.

Jonathan Poole, centre manager at Merry Hill, added: "Extrawurst is a great addition to Merry Hill's already strong food and beverage offering, and it was great to have local MP Mike Wood at the centre to mark its opening.



18th January

BY BEV HOLDER [@StourbridgeNews](#)

Chief Reporter

# Halesowen News



## Merry Hill's newest restaurant giving away 100 bratwurst sausages

The new restaurant will be giving away free sausages, soft drinks and coffee on Friday



By [Dayna Farrington](#) Black Country Life Writer  
14:51, 19 JAN 2022

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It is the first ever restaurant in the UK for the brand.

Read more: [The 10 best places to eat at Merry Hill - according to shoppers](#)

But the restaurant was officially opened last week by [Dudley](#) South MP Mike Wood and Extrawurst UK chief executive officer Sam Shutt.

To further celebrate the opening, it is hosting a Bratwurst Bonanza Extrawurst and will be giving away 100 of its original German bratwurst sausages in a bun, alongside a free Coke soft drink on Friday, January 21, between 11am and 12pm.

There will also be free freshly ground Rounton Coffee available between 2pm and 4pm on the same day.

The free bratwurst sausages will be available on a first come, first served basis - so people advised to arrive at 11am to take advantage of the offer.

BirminghamLive

## *The Extrawurst story*

*Coverage summary for May 2022 -  
launch of Birmingham New Street.*



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**NORTH PR**



### *The people of Birmingham cut the ribbon for the opening of Extrawurst in New Street*

Published by admin On May 24, 2022



**Extrawurst**<sup>®</sup>  
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**Extrawurst**, the leading German fast food bratwurst brand, was welcomed with open arms by the people of Brum who cut the sausage ribbon for the opening last Thursday.

The opening in Birmingham New Street was a huge success with a queue of people waiting to be one of the lucky 100 to get a free Bratwurst on the house.

The well loved brand that has been in existence since 1981 has become synonymous for its succulently meaty, perfectly seasoned, seductively fragrant sausages.

**Sam Shutt, CEO Extrawurst UK** said:



The opening was a huge success and it was great to see the people of Birmingham so excited about trying authentic German cuisine. There's no need to wait till the Christmas market anymore to get a German sausage; as we say, 'A Bratwurst is not just for Christmas.'

There will be a number of fantastic opening deals over the next few weeks as the restaurant settles into its new location, including a Bratwurst in a bun and fries for just £3.00 all day, everyday!

<https://www.grapevinebirmingham.com/the-people-of-birmingham-cut-the-ribbon-for-the-opening-of-extrawurst-in-new-street/>

24th May 2022

## BRATWURST FOOD BRAND OPENS IN BIRMINGHAM

24 May 2022 Midlands Business



A German bratwurst food brand has officially opened its second restaurant in Birmingham.

Extrawurst's New Street restaurant operates as a standalone site with a small seating area, located opposite Birmingham's Victoria Square.

It is supported by a delivery kitchen which offers bratwurst via Deliveroo and Just Eat.

This follows the company opening its Merry Hill Shopping Centre restaurant at the end of 2021.

Chief executive Sam Shutt said: "The opening was a huge success and it was great to see the people of Birmingham so excited about trying authentic German cuisine.

"There's no need to wait till the Christmas market anymore to get a German sausage; as we say, a Bratwurst is not just for Christmas."

<https://www.insidermedia.com/news/midlands/bratwurst-food-brand-opens-in-birmingham>

24th May 2022



Megan Jones  
@MegannJ

Thanks @Extrawurst\_UK for coming in with lots of sausage and sauce this morning for the @bbcwm breakfast team 🌭

They're opening their new place today and they do tasty vegan options 🍷



ELISE EVANS and Nishal Chauhan



### Radio clip from BBC WM at 2022-05-19

08:24:58.000

Outlet BBC WM 95.6

Media Type Radio station



PUBLICITY VALUE

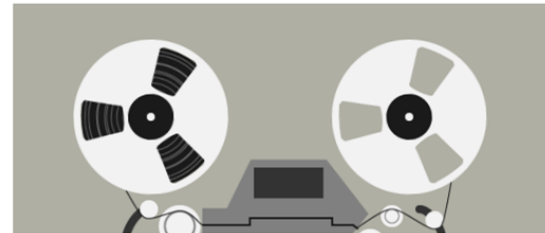
£1,155.00

AUDIENCE REACH

77K

STONE

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THE UK'S **NO.1** HIT MUSIC STATION



**Tom Watts**

to me ▾

Hey Anna, thanks so much for all the food! The team's very excited! What social handles would be best to tag?

Cheers

**Tom Watts**

Presenter | Capital Midlands | Monday to Friday, 4-7pm

Cover presenter | Capital Network inc. The Capital Weekender

Presenter | [The Official UK Airplay Chart](#) | [@UKairplay](#)

+44 (0) 755 750 6476

[tomwatts.co](http://tomwatts.co)

Looking for a cutting for this  
19th May 2022

## Extrawurst is giving out free hot dogs to celebrate opening day of Birmingham restaurant

Extrawurst will be opening on the corner of Pinfold Street and New Street this week



Extrawurst is opening on May 19

And to celebrate their grand opening, Extrawurst is giving away 100 free 'bratwurst in bun' to the first 100 customers through the doors on Thursday between 11pm and 12pm.

**Read more:** [Christmas market food all year round as opening date announced for new Birmingham restaurant](#)

It will also be giving out free bratwurst to anyone who buys a hot drink for the whole of Thursday, May 19. Those who are missing the Christmas market food will be able to enjoy that authentic market taste all year round - as the menu will boast a range of treats including their original German bratwurst sausages.

The new restaurant will operate as a standalone site in the centre of the city, opposite Victoria Square and next to [Birmingham New Street station](#). It will also be operating on Deliveroo and Just Eat.

There will be a number of offers from the [restaurant](#) in the coming weeks, including a bratwurst in a bun with any hot drink for just £3.00 and a Currywurst and fries for just £4.00 all day every day. For all those Frikadelle fans, Extrawurst will be introducing a loyalty card scheme where sausage enthusiasts and German food lovers alike will be able to build up points and access exclusive deals and discounts across the full menu.



<https://www.birminghammail.co.uk/whats-on/food-drink-news/extrawurst-giving-out-free-hot-23978079>

May 17th 2022

*Extrawurst kicks off New Street opening by giving away 100 FREE bratwurst in a bun*

Published by admin On May 17, 2022



Leading authentic German bratwurst fast-food brand, **Extrawurst** is opening the doors of its second UK restaurant on **Thursday 19th May 2022**.

To celebrate the grand opening, Extrawurst is giving away 100 FREE 'bratwurst in bun' to the first 100 customers through the door on Thursday 19th May between 11-12pm

Don't be Schnitzel if you miss out! It will also be giving a **FREE** bratwurst to anyone who buys a hot drink for the whole of Thursday 19th May.

The brand-new Birmingham restaurant will operate as a standalone site in the centre of Birmingham, opposite Birmingham's Victoria Square and next to New Street train station.

It will also be operating on Deliveroo and Just Eat, so you're only ever just one click away from real, authentic German food.

There will be a number of great offers from the restaurant in the coming weeks, including a bratwurst in a bun with any hot drink for just £3.00 and a Currywurst and fries for just £4.00 all day every day!\*

For all those Frikadelle fans, Extrawurst will be introducing a loyalty card scheme where sausage enthusiasts and German food lovers alike will be able to build up points and access exclusive deals and discounts across the full menu.

<https://www.grapevinebirmingham.com/extrawurst-kicks-off-new-street-opening-by-giving-away-100-free-bratwurst-in-a-bun/>

17th May 2022

# New German restaurant Extrawurst to give away 100 free hot dogs - here's when

Here's how you can get a free hot dog in Birmingham city centre this week

## What's on the menu?

The Extrawurst menu is completely personalised so you can build your own meal.

You can choose a main (bratwurst, schnitzel, frikadelle), a side (fries, rosemary potatoes, grilled mushrooms or glazed onions), a Signature sauce (curry, mushroom, sweet pepper), toppings and spices.



Extrawurst UK

## Opening date and free bratwurst

The restaurant will be opening this week on Thursday 19 May.

<https://www.birminghamworld.uk/news/100-free-hot-dogs-given-away-birmingham-german-restaurant-extrawurst-when-3698067>

17th May 2022

## Birmingham Bratwurst opens on New Street next week!

Published by admin On May 13, 2022



Leading authentic German bratwurst food brand, [Extrawurst](#), is excited to announce that its long-awaited second restaurant will be opening in Birmingham, New Street on Thursday 19<sup>th</sup> May 2022.

This follows its successful Merry Hill Shopping Centre restaurant which opened at the end of 2021.

The Birmingham restaurant will operate as a standalone site with a small seating area and in a great location opposite Birmingham's Victoria Square and very close to New St train station.

It will also be supported by a delivery kitchen in the city which offers bratwurst delivered via Deliveroo and Just Eat. You're only one click away from the bratwurst of your dreams!

Extrawurst has become famous for its succulently meaty, perfectly seasoned, seductively fragrant sausages which are just too good to miss!

*Sam Shutt, CEO Extrawurst UK said:*

“

*We are very excited to introduce Extrawurst to the hub of Birmingham city centre. Whether you stop by for our Authentic German Bratwurst in a bun, a currywurst or even a coffee, we hope that Extrawurst will become a firm city favourite. The People of Birmingham will not need to wait till the Christmas market anymore to get their Sausage. As we say, 'A Bratwurst is not just for Christmas.*

<https://www.grapevinebirmingham.com/birmingham-bratwurst-opens-on-new-street-next-week/>

13th May 2022



## German bratwurst food brand Extrawurst to open second UK site, in Birmingham

12 May 2022

A German bratwurst brand is to create jobs with the opening of its second restaurant in the UK, in Birmingham later this month.

Extrawurst's New Street restaurant will operate as a standalone site with a small seating area, located opposite Birmingham's Victoria Square.

It will also be supported by a delivery kitchen which offers bratwurst via Deliveroo and Just Eat.

This follows the company opening its Merry Hill Shopping Centre restaurant at the end of 2021.

Sam Shutt, chief executive Extrawurst UK, said: "We are very excited to introduce Extrawurst to the hub of Birmingham city centre.

"Whether you stop by for our authentic German bratwurst in a bun, a currywurst or even a coffee, we hope that Extrawurst will become a firm city favourite."

The brand is also currently offering employment and career opportunities, with roles including restaurant assistants and team leaders.

The New Street site is due to open on 19 May.

<https://www.rpbi-openings.co.uk/news/summary/site/german-bratwurst-food-brand-extrawurst-to-open-second-uk-site--in-birmingham-/5d5da3065d937c21d22c193640fad0f3>

12th May 2022

## BRATWURST FOOD BRAND TO OPEN IN BIRMINGHAM

© 11 May 2022 📍 Midlands 🏠 Property



A German bratwurst food brand is to create jobs with the opening of its second restaurant in Birmingham later this month.

Extrawurst's New Street restaurant will operate as a standalone site with a small seating area, located opposite Birmingham's Victoria Square.

It will also be supported by a delivery kitchen which offers bratwurst via Deliveroo and Just Eat.

This follows the company opening its Merry Hill Shopping Centre restaurant at the end of 2021.

Sam Shutt, chief executive Extrawurst UK, said: "We are very excited to introduce Extrawurst to the hub of Birmingham city centre.

"Whether you stop by for our authentic German bratwurst in a bun, a currywurst or even a coffee, we hope that Extrawurst will become a firm city favourite."

The brand is also currently offering employment and career opportunities, with roles including restaurant assistants and team leaders.

The New Street site is due to open on 19 May.

<https://www.insidermedia.com/news/midlands/bratwurst-food-brand-to-open-in-birmingham>

11th May 2022

# Propel info



## German bratwurst brand Extrawurst set to open second UK

**site:** Extrawurst, the German bratwurst brand that set up a master franchise agreement in the UK in 2021, is set to double its presence with the opening of second site. Following on from its debut site, which opened in Dudley's Merry Hill Shopping Centre restaurant at the end of last year, its next opening will be in Birmingham's New Street on Thursday, 19 May. The restaurant, which will have a small seating area, will be supported by a delivery kitchen in the city that offers bratwurst delivered via Deliveroo and Just Eat. Sam Shutt, chief executive of Extrawurst UK, said: "We are excited to introduce Extrawurst to the hub of Birmingham city centre and hope it will become a firm favourite." The Extrawurst menu allows customers to build a meal by choosing a main (bratwurst, schnitzel, frikadelle), side (fries, rosemary potatoes, grilled mushrooms, glazed onions), a signature sauce (curry, mushroom, sweet pepper) plus toppings and spices. Founded in 1981 by Lothar Hagebaum and now run by his son, Kim Hagebaum, Extrawurst has several overseas master franchisor agreements. Shutt was appointed chief executive of the UK business in 2021, with a view to growth through a franchise model from spring 2022 onwards.



<https://mailchi.mp/0d5436e3aecd/z3n712a1c1-231129?e=1f8474a272>

10th May 2022



# Christmas market food all year round as opening date announced for new Birmingham restaurant

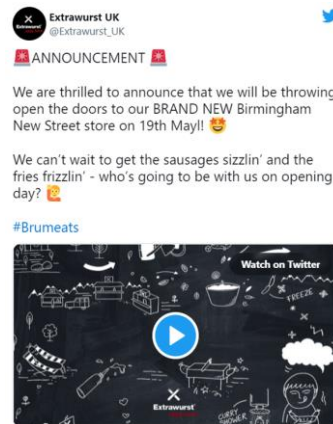
Extrawurst will be selling bratwurst all year round - for anyone who's missing the Christmas market in the city

Those who are missing the Christmas market food will be able to enjoy that authentic market taste all year round - as the menu will boast a range of treats including their original German bratwurst sausages. It's all fresh from the grill and there's an authentic secret recipe by Extrawurst's German master team.

**Read more:** [New cafe to open in city centre with stunning views of Floozie in the Jacuzzi](#)

The brand opened their first ever [Extrawurst](#) in the UK at [Merry Hill shopping centre](#), in the [Black Country](#), last December. The Birmingham store will be their second in the Midlands - and the UK.

As well as the famous sausages, the menu includes schnitzels - thin cutlets of seasoned chicken that are fried in breadcrumbs - as well as frickadelles, a German delicacy of flat pan-fried meatballs. The Extrawurst menu is completely personalised too so visitors can build their own perfect meal.



<https://www.birminghammail.co.uk/whats-on/food-drink-news/christmas-market-food-year-round-23880227>

8th May 2022



## Christmas market food all year round as opening date announced for new Birmingham restaurant

May 8, 2022 by [Jnews](#)

<https://jnews.uk/christmas-market-food-all-year-round-as-opening-date-announced-for-new-birmingham-restaurant/7>

8th May 2022

Christmas market foodies can breathe a sigh of relief with the news they tuck into bratwursts all year round with the opening of a new restaurant in Birmingham. Extrawurst will be opening its new store on the corner of Pinfold Street and New Street later this month.

The empty unit used to be a Supercuts salon prior to Covid-19. But will reopen as a new Extrawurst store on Thursday, May 19.

Those who are missing the Christmas market food will be able to enjoy that authentic market taste all year round – as the menu will boast a range of treats including their original German bratwurst sausages. It's all fresh from the grill and there's an authentic secret recipe by Extrawurst's German master team.

**Read more: [New cafe to open in city center with stunning views of Floozie in the Jacuzzi](#)**

The brand opened their first ever Extrawurst in the UK at Merry Hill shopping center, in the Black Country, last December. The Birmingham store will be their second in the Midlands – and the UK.

As well as the famous sausages, the menu includes schnitzels – thin cutlets of seasoned chicken that are fried in breadcrumbs – as well as frickadelles, a German delicacy of flat pan-fried meatballs. The Extrawurst menu is completely personalized too so visitors can build their own perfect meal.



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## *What's next?*

- *We are speaking with Birmingham Free Radio about coming down for a visit*
- *We are still in contact with the journalist at Birmingham Live who is keen to do a piece on the dark kitchen*
  - *We are also speaking to Birmingham based food bloggers who want to come and try*



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RADIO

[BirminghamLive.co.uk](http://BirminghamLive.co.uk)

**NORTH PR**