



For Immediate Release  
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## De Dutch Hamburger Poll

### Final De Dutch Hamburger Poll Results Predicted Liberal Win within 3 %

**Surrey, BC:** The original De Dutch Hamburger Polls, providing an unofficial prediction of the pending provincial election, closed on Monday, May 11<sup>th</sup> predicting a Liberal win with 43.3 % of the De Dutch customers' popular vote compared to the election's reported percentage of a Liberal popular vote of 46.04%. Eleven of the eighteen De Dutch restaurant locations accurately predicted the winning parties in the electoral districts in which they are situated.

Historically, the Hamburger Poll predicted the elections results within 10%. Just prior to the election, the Mustel Group reported that 47% of the BC voters supported the Campbell Liberals and Angus Reid Strategies reported the Liberals ahead at 44%.

De Dutch customers were also relatively accurate in predicting the popular support for the Green Party with 15.09% of customers ordering a Sterk Burger compared to current election results of 8.09% of voters. There was however a deviation in the results for the NDP and "Other" candidates as 23.36% of De Dutch customers ordered a James Burger compared to the election's 42.02% result and 18.25% of De Dutch customers ordered an Other Burger compared to the election's 3.85% result.

De Dutch President Bill Waring states, "It was great fun to reintroduce the original Hamburger Poll during the BC election and we were so pleased to see that our customers enjoyed the program by ordering their burger of political flavour. And customers obviously ordered with some deliberation as they accurately predicted a Liberal within 3% of the current BC elections popular vote result!" He adds, "Other program highlights included the restaurant visits of local election candidates during the program, the reminiscing about the original hamburger polls among long-time customers, the great interest in the poll among younger customers and definitely the delight among our customers who discovered the original Frying Dutchman Burgers as a new De Dutch favourite. It was all about having some fun."

De Dutch Pannekoek House Restaurants Inc. reports the following De Dutch Hamburger Poll results, up until closing of all De Dutch locations on May 11<sup>th</sup>, in comparison to current election popular vote results (reported at noon on May 13<sup>th</sup>):

	<b>De Dutch Results, chain-wide</b>	<b>BC Election Results (reported to date)</b>
Campbell (Liberal) Burger:	43.30 %	46.04%
James (NDP) Burger:	23.36 %	42.02%
Sterk (Green) Burger.	15.09 %	8.09%
"Other" Burger:	18.25 %	3.85%



The Hamburger Poll was re-introduced at all 18 De Dutch locations in BC on Wednesday, April 22<sup>nd</sup> and continued until restaurant closing on Monday, May 11<sup>th</sup> encouraging British Columbians to cast their official vote at their designated polling station on General Voting Day, May 12<sup>th</sup>. De Dutch customers voted for their political flavour as they ordered their burger of choice: Campbell (Liberal) Burger, James (NDP) Burger, Sterk (Green) Burger or the Other Burger as relevant is select ridings. Each famous, original gourmet “Frying Dutchman” burger available in the Hamburger Poll was priced at \$5.00 and available for eating in or taking out. While each candidate burger featured the same ingredients including an all-beef patty (1/3 pound), Dill pickle slices, mayo and special De Dutch relish on a fresh sesame seeded bun, additional toppings were available to create the ultimate Frying Dutchman burger including melted Edam cheese, special DeBakon, sautéed onions and mushrooms, all-beef wiener, fried egg and more. The first Hamburger Poll was conducted in 1963 by John Dys at his two Frying Dutchman Hamburger House locations in Vancouver and continued for almost 20 years at the Frying Dutchman, his concessions at the Pacific National Exhibition (PNE) and then later at the new De Dutch Pannekoek House Restaurants. Results were updated regularly and posted in the windows for all to see. The polls gained such recognition and popularity since conducting a straw poll during an election campaign was illegal in British Columbia between 1939 and 1982. Under the guise of simply selling hamburgers by a given name, the Hamburger Polls continued to exist and gain increasing fame and a loyal following nation-wide.

The six original Frying Dutchman Hamburgers are still featured on the De Dutch menu today and are a popular choice among customers of all ages: Canadian, Gentle John, Humble Helen, Meek Myrtle, Plain Jane and Simple Simon.

The thirty-four year old De Dutch franchise with 19 locations in Calgary, Alberta and BC’s Lower Mainland, Vancouver Island, Fraser Valley, Okanagan, and Cariboo has successfully carved a niche in the competitive food service industry. While offering dinner at its Strawberry Hill location, De Dutch Pannekoek House specializes in breakfast, brunch and lunch, offering their customers a unique blend of European ethnicity in its menu items. The Pannekoek, a 12" in diameter Dutch-style pancake, is their signature dish and continues to draw loyal customers.

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