



For Immediate Release  
April 23, 2009

## \* De Dutch Hamburger Poll

### First Results of De Dutch Hamburger Poll !

**Surrey, BC:** De Dutch Pannekoek House Restaurants Inc. is delighted to announce the results, up until 12:00pm today, of the De Dutch Hamburger Polls providing an unofficial prediction of the pending provincial election:

James (NDP) Burger:	47 %
Campbell (Liberal) Burger:	40 %
“Other” Burger:	10 %
Sterk (Green) Burger.	3 %

The chain-wide results, including burger sales from yesterday and today up until noon, were revealed at the Surrey, Strawberry Hill location (Scott Road and 72<sup>nd</sup> Avenue) just after noon today. Members of the community and political candidates from surrounding areas quickly ordered their burgers of choice before they watched De Dutch President Bill Waring record the first results on the in-store signage. In addition to savouring the gourmet hamburgers, restaurant customers also enjoyed the opportunity today to meet John Dys, the restaurant’s founder who conducted the first Hamburger Poll in 1963, and view original signage and memorabilia from the Hamburger Polls conducted in the 60s, 70s and 80s.

The Hamburger Poll was re-introduced at all 18 De Dutch locations in BC on Wednesday, April 22<sup>nd</sup> and will continue until closing on election day, Tuesday, May 12<sup>th</sup>, encouraging British Columbians to cast their official vote at their designated polling station. De Dutch customers can vote for their political flavour as they order 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 is priced at \$5.00 and available for eating in or taking out. While each candidate burger will feature 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 are 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.

As was customary in the polls between the 1960s and 1980s, each De Dutch restaurant features signage in-store to track the current results for their location as well as all 18 locations combined in British Columbia. Results as of closing of the previous business day are also posted on the restaurant’s website at [www.dedutch.com](http://www.dedutch.com).

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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**For more information:**

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Note: Photos are available by contacting Sandra Merk.