



PRESS RELEASE

@StPancrasInt

@PrimeBurgerUK

#backingtheblues

PRIME BURGER @ ST PANCRAS IS #BACKINGTHEBLUES WITH HONORARY LEICESTER CITY FC BURGER

- 1000 free burgers will be up for grabs to celebrate the new menu addition -

Leicester City's meteoric rise to the top of Premier League this season has been one of the most compelling stories in sporting history. As the fate of Claudio Ranieri's side hinges on a handful of matches, next Friday (29th April) has been officially declared **#backingtheblues** day with fans lining up to show their support.

As a born and bred Leicester lad and owner of gourmet burger restaurant, **Prime Burger**, Robert Tame is hoping to do just that by creating a burger in the team's honour. Available at their flagship **St Pancras International** outlet, The **Leicester City FC burger** features a mouth-watering 100% British beef patty, Red Leicester cheese from award-winning cheesery Carron Lodge, Branston Pickle, lettuce, tomato, onion & mayo in a traditional East Midlands buttery cob.

As London's gateway to the East Midlands, **St Pancras** has witnessed an influx of supporters travelling from the station this season to watch their team's historic winning streak first hand. Tame, who often hops on an East Midlands Train to cheer on his side at Leicester's King Power Stadium, will be giving fellow Foxes journeying from London to Leicester the chance to score one of **1000 limited edition burgers for FREE** this April and May.

The 1000 'free burger' vouchers will be made available via [this link](#) from **00.01am on, 29th April** - the official **#backingtheblues** day – and will be available to redeem in St Pancras up until 31st May 2016.

You don't have to be a LCFC supporter to claim your free Leicester City FC Burger at Prime Burger, St Pancras, all you need to do is:

1. Visit [this link](#) on Friday, 29th April 2016 (vouchers available from 00.01am)
2. Register your details
3. Print or show your completed (e)voucher at **Prime Burger St Pancras** before 31st May 2016 to receive a burger on the house
4. Tweet @StPancrasInt and @PrimeBurgerUK with a picture of yourself enjoying a delicious Leicester City FC burger and tag it #backingtheblues to show your support!

The arrival of the Leicester City FC burger will serve as the perfect warm up to St Pancras' summer of sport with the station preparing to welcome huge numbers of football fans through its doors during the UEFA EURO 2016 tournament in France. As well as the huge range of on-the-go eating options in the station, **Prime**

Burger's full menu includes the UK's first ever truffle burger – combining British beef and Tomme de Savoie cheese matured and infused with French black truffle and topped with a summer truffle alioli.

Wendy Spinks, Commercial Director of HS1 Ltd (owner of St Pancras International), said: “St Pancras is gearing up for an exciting summer of sport with UEFA EURO 2016 in France just around the corner, but first we wanted to start a little closer to home. When we heard about Robert's honorary menu addition we were delighted to throw our support behind it – we really hope that fans travelling between St Pancras and Leicester over the next few weeks make time to stop by Prime Burger and try it for themselves.”

Robert Tame, owner of Prime Burger, said: “As a lifelong Leicester City supporter this football season has been a dream come true. Our outlet in St Pancras has the added bonus of catching my fellow Blues fans on their way up to or returning from Leicester home matches so when I heard about the #backingtheblues campaign I jumped at the chance to get on board and honour the team's hard work in the best way I knew how – by bringing my home comforts to the capital!”

Location: St Pancras International Station
Euston Road
London
N1C 4QP

The Leicester City FC Burger is available at Prime Burger's St Pancras and Euston branches RRP £7.20, however, please note the free burger vouchers are ONLY redeemable at St Pancras International.

For further information visit www.stpancras.com or download the StP London app available on [iTunes](#) and [Android](#).

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Notes to Editors

For further information please contact the Blue Rubicon team on 020 7260 2700 or email stpancras@thisissurname.com

* **T&Cs** – One Leicester City *Prime Burger* per valid email address. Only available for redemption with a completed voucher. The first 1000 registered customers will receive a free burger voucher. Voucher sign up is only available from 29th April 2016. Offer not valid in conjunction with any other offer or promotion. Offer can be withdrawn at any time without prior notice. Valid at Prime Burger, St Pancras International **up until 31st May 2016**.

About Prime Burger:

Prime Burger are a small, independent, British company who care about where their food comes and what's in it. Their 100% beef patties burgers are formed from prime cuts of forequarter and rib of beef seasoned with a smidge of cracked black pepper and salt. The beef is farmed in Oxfordshire and middle England and comes from a range of grass fed breeds including Charolais, Limousin, Hereford and Angus. All beef is covered by The Quality Standard English Beef mark accredited by EBLEX. Prime Burger support other independents too: all veg comes fresh from IA Harris of Covent Garden Market, sauces are made by a lovely lady called Ramona & bread is baked daily by London's artisan bakers, Maison Du Pain.

About St Pancras International Station:

Designed by William Barlow, St Pancras International originally opened in 1868 and for its time was an engineering marvel - it was the largest enclosed space in the world and provided the grandest entrance into London. The station has become a destination in its own right, boasting more shops than any other railway station, its own fresh produce market, the longest Champagne Bar in Europe and a Gastro Pub. This year will see St Pancras International's retail offering develop with a number of significant new store openings including products in technology, fashion and food & beverage. St Pancras International launched the StP London app in January 2015, providing users with exclusive retail offers, travel updates and historical information as well as details on in-station events. The app can be downloaded via iTunes or the Google Play Store.