

Thailand Eatery Enters Record Books With the World's Largest Hamburger

*80 pound burger crushes previous record in celebration of
the anniversary of His Majesty the King's accession to the throne*

Pattaya, Thailand, October 17 2006: Bob's BBQ & Grill announced today that Guinness World Records has certified The Big Bob's Texas Belt Buster as holding "The record for the largest commercially available hamburger" in the world.

The 35.6 kg (78.5 lb) burger satisfied the strict requirements of the record book by not only being the biggest in the world, but by also being available to diners right off the menu.

"We got the idea for the world's biggest burger because this year is the 60th anniversary of His Majesty the King's accession to the throne. What better way to celebrate than to launch Thailand into the record books?" said Bob Schindler of Bob's BBQ & Grill.

The previous record-holder, made by Fuddruckers at Foxwoods Casino in Connecticut, USA, weighed in at a wimpy 13.5 kg (29.9 lb). Bob's original idea was to shoot for a 60 lb burger in celebration of the accession anniversary, but it soon became clear that he had set his sights too low. As a result, The Big Bob's Texas Belt Buster almost tripled the previous world-record weight.

The burger, which is available for pick-up only 12 hours from ordering, consists of a big bun made in Bob's bakery, as well as gut-busting amounts of ingredients:

- 25 kg quality beef
- 2 large heads of lettuce
- 15 tomatoes
- 4 large onions
- 35 slices of cheese
- 1.5 cups of mustard
- 1 cup of ketchup
- 4 whole pickles
- 4 whole Jalapeños.

"We are very proud that Guinness World Records, one of the world's most famous organizations, has recognized our hamburger as the world's largest," added Bob.

As well as its official entry into the world record books, a representative from Ripley's Believe it or Not also measured the burger at a staggering 60 cm (23.62 inches) in diameter and 35 cm (13.78 inches) in thickness.

A whopper like this doesn't come cheap, of course, with Big Bob's Texas Belt Buster costing 15,500 baht (US\$400).

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievements. First published in 1955, the annual *Guinness World Records* book has developed into an international phenomenon, published in more than 100 countries and 20 languages. It is one of the best-selling books of all time.

About Bob's BBQ & Grill

Bob's BBQ & Grill is an authentic Texas BBQ house, one of the first of its kind to open in Thailand. Bob's BBQ has filled a culinary void in Thailand by serving authentic, slow-cooked BBQ and authentic American cuisine to a hungry public. Since opening its doors two years ago, it has become one of the most popular eateries in Pattaya, catering to Thais, expats and holidaymakers alike. Visit Bob's website at www.bobs-bbq.com for more information.

Print-quality photographs are available on request.

Media Contacts:

Khun Pranom

Lone Star International Co. LTD.

+66 71322368 (Thai)

media@bobs-bbq.com

Bob Schindler

Bob's BBQ & Grill

+66 60496348 (English)

bob@bobs-bbq.com