

FOR IMMEDIATE RELEASE:

Matt Paradis and Gary Vaynerchuk team up to talk burgers, wine and more!

(Boston, MA July 27, 2017) BurgaBox™ is excited to announce the launch of the Bronco BurgaBox™ featuring a burger created in partnership with Denver Bronco Center Matt Paradis. *“I looked a long time for a good burger and couldn’t find one until BurgaBox, and they ship it right to you!”* said Matt Paradis, Center for the Denver Broncos.

Paradis, who is signed to VaynerSports, sat down with Gary Vaynerchuk over the summer to prepare the Bronco BurgaBox, chat about wine and the upcoming NFL season. Pairing the Bronco Burga with a 2008 SalvaTerra Amarone, Vaynerchuk said *“Unless you come with a wine that has big cattle balls to match up to this Bronco Burger, than you might as well just eat the Bronco Burger itself.”*

With Paradis heading off to NFL Training camp this week there is no better time to release the custom created Bronco BurgaBox™ so fans can #refuellikeMatt. And, how does Matt feel about this upcoming season? When Gary asks “Super Bowl or Bust?” Paradis replies with “...It’s the only reason to play the game...”.

BurgaBox™ is the world's first burger meal kit. Created by the owners of the famed Boston Burger Company, this startup is bridging the gap between boring home cooked meals and exciting restaurant experiences by delivering an over-the-top meal kit with simple instructions and mind-bending gourmet tastes.

For more information about BurgaBox™, please visit: www.burgabox.com

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About Matt Paradis: Matt is the Super Bowl winning center of the Denver Broncos. Growing up on a cattle ranch and playing eight on eight high school football, would just be the beginning of his story. Paradis would attend Boise State University where he played FBS football. After graduation, Paradis would find a home with the Denver Broncos during the 2014 NFL Draft. In 2016, Paradis would go on to start all 16 games of the regular season and earn his first Super Bowl ring after the Broncos defeated the Carolina Panthers in Super Bowl 50.

About Gary Vaynerchuk: Gary is a serial entrepreneur and the CEO and co-founder of VaynerMedia, a full-service digital agency servicing Fortune 500 clients across the company’s 4 locations. Gary rose to prominence in the late 90’s after establishing one of the first ecommerce wine sites, WineLibrary.com helping his father grow the family business from 4 to 60MM in sales. Gary has been named to both Crain’s and Fortune’s 40 Under 40 lists. He is also the host of #AskGaryVee, a business and advice Q&A show online.

Contact: Tara Gearhart | 860.916.1707 | tara@tmediaconsulting.com

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