# Honest Burgers launches city-wide National Burger Day drive in London with 30-plus branches, 1,000 free burgers and loyalty perks



Honest Burgers is turning National Burger Day into a city-wide event across London, with more than 30 of its branches taking part and a promise that 1,000 lucky customers will nab a free burger on the day. The London-focused push comes as the chain markets a five‑day celebration that blends discounts with loyalty-driven rewards, underscoring how national food events are increasingly used to drive footfall over several days rather than a single moment in time. The Standard’s coverage frames this as a concerted, capital-wide effort, and the piece notes that last year’s promotions also leaned into broad promotional activity across the city. The promotion sits within a landscape of multi‑brand activity on National Burger Day, where other chains have rolled out their own discounts and limited-edition offers to attract diners. In this context, Honest Burgers’ London footprint — now said to exceed 30 branches — will be a key battleground for burger fans this August.

Alongside the free‑burger incentive, Honest Burgers is offering 20% off the price of any burger at participating locations, with the company’s loyalty programme playing a central role in delivering the day’s perks. In addition to the discount across Honest’s London outlets, around the city’s burger scene, other chains are running promotions of their own — Bleecker is discounting its Jalapeño Monster by 20%, Shake Shack is implementing a buy‑one, get‑one‑free deal on all burgers, and Black Bear Burger is featuring a premium offer. The package of deals is rounded out by a wider recognition in foodie press that National Burger Day has become a focal point for London’s culinary culture, a day when price cuts, limited editions and loyalty perks converge to drive both dine‑in and takeaway traffic. For example, About Time notes Honest Burgers’ broader presence on the day, including a “free Burger Beer” perk for in‑person orders, alongside the citywide price reductions and limited‑edition menu concepts reaching across central and outer London.

The loyalty‑driven component of Honest Burgers’ National Burger Day is particularly notable. The promotion includes 1,000 free burgers for sign‑ups to the Honest Insiders loyalty programme, with recipients emailed a voucher on the promotional day. For those who miss out on the free burger, the standard 20% discount remains redeemable at all Honest Restaurants, including the Smash + Grab venues, reinforcing the brand’s push to convert casual visitors into repeat customers. The deal is couched within a dense promotional ecosystem on the day, where other operators are similarly leveraging loyalty hooks and one‑off codes to drive both new and returning diners. In this broader market moment, other fast‑casual operators are likewise experimenting with aggressive one‑day offers to capture attention and encourage list‑signups ahead of future promotions.

Shake Shack UK’s National Burger Day 2025 promotion illustrates the wider competitive landscape: a buy‑one, get‑one‑free offer on all burgers for one day, running on 21 August 2025 at participating locations (excluding Gatwick). The deal requires redemption via a code obtained by signing up to the brand’s mailing list or via an in‑store QR code, and applies to both dine‑in and takeaway orders, with some exceptions for delivery. The day’s messaging makes clear that participating diners should expect a high-octane promotional cadence, with major brands using a mix of loyalty‑driven access and straightforward price cuts to attract crowds. Taken together, Honest Burgers’ London‑centric push sits within a crowded, price‑sensitive promotional moment that spans multiple operators and channels, from in‑person offers to loyalty emails and app‑driven perks.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html), [[4]](https://www.hot-dinners.com/Features/Hot-Dinners-recommends/best-special-burgers-discounts-savings-party-national-burger-day)
* Paragraph 2 – [[1]](https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html), [[2]](https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html), [[5]](https://www.abouttimemagazine.co.uk/food/top-10-national-burger-day-happenings-in-london/)
* Paragraph 3 – [[3]](https://retailtimes.co.uk/honest-burgers-celebrates-national-burger-day-with-free-burgers-for-1000-lucky-loyalty-app-holders/), [[6]](https://www.shakeshack.co.uk/2025/08/13/national-burger-day-2025/)

## Source Panel

* [[1]](https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html) National Burger Day deals London – Standard
* [[2]](https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html) National Burger Day 2025 sees London's burger scene offering discounts and special promotions – Standard
* [[3]](https://retailtimes.co.uk/honest-burgers-celebrates-national-burger-day-with-free-burgers-for-1000-lucky-loyalty-app-holders/) Honest Burgers celebrates National Burger Day with free burgers for 1000 lucky loyalty app holders – Retail Times
* [[4]](https://www.hot-dinners.com/Features/Hot-Dinners-recommends/best-special-burgers-discounts-savings-party-national-burger-day) Hot Dinners’ National Burger Day 2024 round-up – Hot Dinners
* [[5]](https://www.abouttimemagazine.co.uk/food/top-10-national-burger-day-happenings-in-london/) About Time: National Burger Day happenings in London – About Time Magazine
* [[6]](https://www.shakeshack.co.uk/2025/08/13/national-burger-day-2025/) Shake Shack UK: National Burger Day 2025 – Shake Shack
* [[7]](https://www.thecaterer.com/news/news/honest-burgers-aims-to-quadruple-its-number-of-restaurants-by-2030) Honest Burgers aims to quadruple its number of restaurants by 2030 – The Caterer

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/news/uk/national-burger-day-deals-london-b1244000.html> - National Burger Day 2025 sees London's burger scene offering discounts and special promotions. Honest Burgers is staging a five‑day celebration, with 20% off the price of any burger and a promise that more than 30 Honest Burgers branches across London are taking part. In addition, 1,000 lucky customers who sign up to the Honest Insiders loyalty app will receive a free burger email on the day. The feature also highlights other participating chains: Bleecker is offering 20% off its Jalapeño Monster, Shake Shack is running a buy‑one, get‑one‑free deal for the day, and Black Bear Burger is promoting a premium offer. A lively, city‑wide celebration.
3. <https://retailtimes.co.uk/honest-burgers-celebrates-national-burger-day-with-free-burgers-for-1000-lucky-loyalty-app-holders/> - Honest Burgers has announced a National Burger Day promotion offering 1,000 free burgers to loyalty app holders. The deal requires signing up to the Honest Insiders programme before the cut‑off date, with recipients receiving an email on the promotional day. Those who miss out can still enjoy 20% off any burger, redeemable at all Honest Restaurants including the Smash + Grab venues. The article also notes that vouchers must be redeemed within a specified window, offering a strong incentive for customers to join the loyalty scheme while continuing to enjoy Honest's signature smashed burgers and rosemary-salt chips.
4. <https://www.hot-dinners.com/Features/Hot-Dinners-recommends/best-special-burgers-discounts-savings-party-national-burger-day> - Hot Dinners’ National Burger Day 2024 round-up collects current London deals from several outlets, with Honest Burgers offering 20% off a selection of burgers for Uber Eats during 22–26 August. The piece also highlights other promotions including Bleecker, Shake Shack and various venues with limited-time specials, multi-buy offers and charity tie-ins. The guide emphasises the breadth of choices across central and outer London, encouraging readers to visit on the day to take advantage of substantial price reductions. It presents a snapshot of the vibrant, promotional atmosphere surrounding National Burger Day in the capital.
5. <https://www.abouttimemagazine.co.uk/food/top-10-national-burger-day-happenings-in-london/> - About Time highlights ten National Burger Day happenings in London, celebrating the capital's diverse burger scene. Among the features is Honest Burgers offering a free Burger Beer to customers ordering in-person, plus a suite of price reductions and limited editions at other venues. The list includes burger specials, charities and collaborations across the city, with practical guidance on where to find the best deals. The piece underlines how National Burger Day has become a focal point for London's culinary culture, drawing diners to busy streets and new menu concepts while supporting local businesses.
6. <https://www.shakeshack.co.uk/2025/08/13/national-burger-day-2025/> - Shake Shack UK marks National Burger Day 2025 with a buy one, get one free offer on all burgers for one day only. The promotion runs on 21 August 2025 at participating locations (excluding Gatwick) and requires redemption via a code obtained by signing up to the brand's mailing list or via in-store QR code. The deal applies to dine-in and takeaway orders, with exceptions noted for delivery. The post sets expectations for the date, lists popular burger options, and invites customers to visit their nearest Shack for a double burger celebration.
7. <https://www.thecaterer.com/news/news/honest-burgers-aims-to-quadruple-its-number-of-restaurants-by-2030> - HONEST Burgers is planning substantial growth, aiming to quadruple its number of restaurants by 2030. At present the group operates 39 restaurants across England and Wales and it intends to expand further north beyond London, seeking new outlets in Birmingham and possibly Manchester and Liverpool. The growth will be staged, with about 15 openings projected over the next two and a half years. The plan accompanies a broader shift including a quick-service smash burger concept, crowdfunding to fuel expansion, and a commitment to preserving Honest's brand values, sourcing, and on-site butchery while scaling the business.