

## INVESTOR INFORMATION | Press Releases

### New BK TOPPERS™ Lineup the Perfect Mix of Flavor and Value

MIAMI - October 7, 2011 - Burger King Corp. today announced a new line of fire-grilled burgers with a variety of tasty toppings that pack an intensely flavorful punch to delight guests' taste buds at a great value. The BK TOPPERS™ burger line features the Deluxe, Mushroom Swiss and Western BBQ cheeseburgers available for a limited time only at participating BURGER KING® restaurants nationwide at a suggested retail price of \$1.99.

"We are always looking for ways to evolve our menu to better meet the needs of our guests with real, inspired food that tastes great," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "With our new line of savory, fire-grilled BK TOPPERS™, we are giving our guests top-quality burgers with more beef that are freshly prepared with premium ingredients at a great value."

The 3.2 oz BK TOPPERS™ burger lineup features quality ingredients, flavorful sauces and variety of choices including:

- Deluxe Cheeseburger: American cheese, lettuce, onions, pickles, and Stacker sauce.
- Mushroom and Swiss Burger: Mushrooms, Swiss cheese, and Griller sauce.
- Western BBQ Cheeseburger: Onion rings, American cheese, and Sweet Baby Ray's Spicy BBQ sauce.

The promotion will be supported by national TV and radio advertising that begins today and represents a continuation of Burger King Corp.'s new food-centric approach.

#### ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 12,300 locations serving over 11 million guests daily in 78 countries and territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on Facebook and Twitter.

#### CONTACT:

Michelle Miguez Burger King Corp. 305/378-7277 [mediainquiries@whopper.com](mailto:mediainquiries@whopper.com)

Last Update on October 07, 2011