

## INVESTOR INFORMATION | Press Releases

# The New BK® Chef's Choice Burger Beefs Up the Menu at BURGER KING® Restaurants Nationwide

MIAMI - October 24, 2011 - BURGER KING® restaurants today unwrapped the new BK® Chef's Choice burger, its newest premium flame-grilled beef sandwich appearing on menus nationwide. Superior from every angle, this 5.5 ounce flame-grilled burger is made with seasoned ground chuck and is topped with thick-cut bacon, American cheese, crisp red onions, sliced tomatoes, Romaine leaf lettuce and savory Griller sauce, all on an artisan-style bun that will surprise and delight taste buds. Available at participating BURGER KING® restaurants nationwide at a suggested retail price of \$4.99, the BK® Chef's Choice burger reinforces the BURGER KING® brand's commitment to flavorful menu items made with premium ingredients.

"Our guests expect nothing but the freshest and highest quality ingredients with that same flame-grilled flavor they know and love from BURGER KING® restaurants," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "The new BK® Chef's Choice burger provides a premium, made fresh-to-order sandwich which brings a whole new level of excitement to our menu."

The BK® Chef's Choice burger will be supported by national TV and radio advertising that begins today and represents a continuation of Burger King Corporation's new food-centric approach. The television spot highlights the premium ingredients and mouthwatering build, allowing quality and flavor to shine in the spotlight.

### 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.

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