

## INVESTOR INFORMATION | Press Releases

# BURGER KING® CUSTOMERS HAVE SUMMER THEIR WAY WITH A WHOPPER® SANDWICH AND FREE SOFT DRINK

**MIAMI - May 25, 2011** - BURGER KING® restaurants nationwide kick off summer this Memorial Day with a hot, yet refreshing promotion. Starting on May 30, restaurant guests can cool off with a free, 20 ounce soft drink with the a la carte purchase of a flame-broiled WHOPPER®, DOUBLE WHOPPER®, TRIPLE WHOPPER® or ANGRY WHOPPER® Sandwich. This value promotion is available at participating BURGER KING® restaurants nationwide until June 26.

"At BURGER KING® restaurants we are celebrating the beginning of summer by giving our customers the simple pleasure of a fresh, flame-broiled WHOPPER® Sandwich paired with a free, 20 ounce ice-cold soda," said Andreas Barth, senior vice president, North America marketing, Burger King Corp. "The WHOPPER® Sandwich exemplifies our HAVE IT YOUR WAY® brand promise by delivering a superior quality burger based around individual taste preferences."

Customers can have it their way with the choice of the iconic WHOPPER® Sandwich, or a personalized WHOPPER® built their way and made fresh to order. For guests who can't make up their minds when choosing their WHOPPER® Sandwich toppings and soft drink, Burger King Corp. has some suggested pairings based on the season's most popular activities:

- **The Iconic WHOPPER® Sandwich:** the sandwich boasts a quarter pound flame-broiled beef, ripe tomatoes, crisp lettuce, creamy mayo, ketchup, crunchy pickles and onions on a toasted sesame seed bun. Paired with a classic Coca-Cola®, the combination will satisfy any appetite, any time.
- **Baseball Favorite:** A DOUBLE WHOPPER® Sandwich with American cheese, ketchup, and mayo accompanied by a thirst-quenching Sprite® pairs perfectly with America's favorite pastime.
- **Gardener's Choice:** A WHOPPER® Sandwich topped with fresh lettuce, tomatoes, onions and pickles paired with a sugar-free Diet Coke® makes for a refreshing reward after a hard day's work in the yard.
- **Surfer's Delight:** An ANGRY WHOPPER® Sandwich with crispy Angry Onions, spicy Angry Sauce, jalapeño peppers, bacon, Pepper Jack cheese and the full-flavor taste of Dr Pepper® amplifies the intensity of catching a wave.

The promotion will be supported by in-restaurant merchandising, radio and national TV spots dramatizing the perfect pairing that is a WHOPPER® Sandwich and free 20 ounce soft drink.

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### 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 12,250 locations serving over 11 million guests daily in 76 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://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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Burger King

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