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BURGER KING® Brand Celebrates the 55th Anniversary of the Original WHOPPER® Sandwich

Two Limited-Time-Only WHOPPER® Sandwiches and Retro Packaging to Honor AMERICA'S FAVORITE BURGER™

MIAMI--(BUSINESS WIRE)--Oct. 25, 2012-- The HOME OF THE WHOPPER® is preparing a celebration in honor of its beloved, signature sandwich that is fit for a king! Burger King Worldwide (NYSE: [BKW](#)) today proudly unveiled plans to celebrate the 55th Anniversary of the iconic, original WHOPPER® sandwich. BURGER KING® restaurant guests nationwide can now enjoy three new, limited-time menu items in commemorative retro-style anniversary packaging, with more exciting anniversary-related announcements planned for the coming weeks.

"The WHOPPER® Sandwich has been the iconic flagship of the BURGER KING® menu since its introduction in 1957," said Flavia Faugeres, executive vice president and global chief marketing officer, Burger King Worldwide. "We invite consumers to join us in celebrating this milestone with delicious, new limited-time products created in honor of AMERICA'S FAVORITE BURGERTM."

The new 55th Anniversary limited-time-only menu offerings include a line of great-tasting products freshly prepared for guests to enjoy in fun, retro-style packaging:

- **Wisconsin White Cheddar WHOPPER® Sandwich** ~ The newest addition to the fire-grilled menu includes the Wisconsin White Cheddar WHOPPER® Sandwich prepared with fire-grilled, USDA-certified ground beef, topped with thick-cut hardwood smoked bacon, natural Wisconsin white cheddar cheese, juicy tomatoes, freshly cut lettuce, crunchy pickle slices, sliced red onions, all on a toasted sesame seed bun. Also available as a WHOPPER JR.® Sandwich. (Suggested retail price starts at \$4.49 and \$2.19 respectively).
- **ANGRY WHOPPER® Sandwich** ~ The heat is on as BK® invites guests to fire up their taste buds by bringing back the popular ANGRY WHOPPER® Sandwich. Prepared with fire-grilled, USDA-certified ground beef, thick-cut hardwood smoked bacon, melted Habanero cheese, jalapeño slices, spicy onion petals, red ripe tomatoes, crisp lettuce and angry sauce, all served on a toasted sesame seed bun. Also available as a WHOPPER JR.® Sandwich. (Suggested retail price starts at \$4.49 and \$2.19 respectively).
- **Seasoned Sweet Potato Curly Fries** ~ A new "twist" on the popular sweet potato fries, this savory sweet alternative is seasoned to perfection with a blend of spices and served hot and fresh each day. (Suggested retail price starts at \$1.89).

The new, commemorative WHOPPER® 55th Anniversary menu items are available for a limited-time-only at participating BK® restaurants nationwide. So stop by a local BURGER KING® restaurant to sample the new menu items and join in the celebration of AMERICA'S FAVORITE BURGERTM.

ABOUT BURGER KING WORLDWIDE

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,600 locations serving over 11 million guests daily in 86 countries and territories worldwide. Approximately 94 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. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50453988&lang=en>

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