

INVESTOR INFORMATION | Press Releases

BURGER KING® INVITES GUESTS TO TRY NEW MENU ITEMS ON THE HOUSE...AND ON THE ROAD

BK® Food Trucks Touring 40 Cities Across the U.S. and an In-Restaurant Sampling Program Debuts in 3,000 BURGER KING® Restaurants Nationwide

MIAMI, FL - April 18, 2012 - Now rolling in to a city near you! BURGER KING® has kicked off the biggest sampling campaign in its history, offering free samples of great-tasting items from the brand's recently expanded menu. Guests can stop in to their local, participating restaurant to receive the featured free sample, or they can track down one of the 30 BK® branded food trucks that are visiting 40 cities nationwide.

"BURGER KING® is so excited about its menu expansion that we are giving guests across the country numerous chances to try them for free," said Alex Macedo, senior vice president, North American marketing, Burger King Corp. "The new menu items have been incredibly well received by our guests so far and we are looking forward to introducing these new offerings to even more BK® fans as we head across the country."

The following menu items will be available for in-restaurant and/or food truck sampling opportunities, with fresh new flavors that live up to the brand's signature great taste.

- The **Chicken, Apple and Cranberry Garden Fresh Salad*** is made-to-order with crisp apples, dried cranberries and bleu cheese atop seven types of lettuce, and topped off with TENDERGRILL® chicken and Ken's Apple Cider Vinaigrette.
- The new, premium **Crispy Chicken Strips** from BURGER KING® are made with white meat tenderloin chicken, marinated and lightly battered in seasoned home-style breading. Typically served in three- or five-piece servings, Crispy Chicken Strips are perfect for dipping in one of the classic or bold new sauces, such as new Kung Pao and Roasted Jalapeño Barbecue sauces.
- The new line of **Real Fruit Smoothies** at BK® are freshly made with low-fat yogurt, real fruit and juices, blended together to create the perfect Tropical Mango or Strawberry Banana smoothie. Each smoothie provides a full serving of fruit.
- **BK® Frappés** are rich, smooth and made to order, providing a perfect combination of sweet Mocha or Caramel flavors, blended with a hint of coffee and ice.

BK® Food Trucks

Exciting things are happening at BURGER KING® and in 40 cities across the country! In celebration of the new expanded menu, 30 BURGER KING®-branded food trucks are hitting the road to surprise and delight fans coast to coast. From local hot spots and hangouts to festivals and events, BK® fans should be on the lookout for a chance to try some great-tasting new menu items, on the house. Spice it up by tracking down the trucks serving two-piece samples of new premium Crispy Chicken Strips, with two bold new sauces - Kung Pao and Roasted Jalapeño Barbecue. Or chill out with the cool offerings from the trucks serving 5 oz. samples of Strawberry Banana and Tropical Mango Real Fruit Smoothies and Mocha and Caramel flavored Frappés.

BK® fans can zero in on their "truckspotting" by tracking the trucks across the country via [Facebook](#) and [Twitter](#) channels and on the company website, www.bk.com, starting Monday, April 23rd.

In-Restaurant Sampling**

If the BK® food trucks are off your beaten path, we've still got you covered! More than 3,000 BURGER KING® restaurants nationwide will be conducting an in-restaurant sampling program to offer guests more free samples of great-tasting new menu items, while supplies last.

- Now through 21st guests at participating BURGER KING® restaurants can try a free sample-size Chicken, Apple & Cranberry Garden Fresh Salad
- A sampling of Crispy Chicken Strips is will be on the menu and on the house in the near future for guests at participating restaurants, with your choice of new Kung Pao and Roasted Jalapeño Barbecue sauces.
- Finally, guests will be able to enjoy complementary 5 oz. samples of Real Fruit Smoothies and Frappés, served

up made-to-order-style, in all four delicious flavors.

*Menu item available for in-restaurant sampling ONLY

**Timing may vary by participating location, dates to follow

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 in more than 12,500 locations serving more than 11 million guests daily in 81 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. Burger King Corp. is privately-held by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation. 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 or follow us on [Facebook](#) and [Twitter](#).

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