

# INVESTOR INFORMATION | Press Releases

December 2, 2014 - 8:02 AM EST

## BURGER KING® Restaurants Bring Back the YUMBO® Hot Ham & Cheese Sandwich

Starting today, Burger King Worldwide, Inc. (NYSE:BKW) is bringing back the YUMBO® Hot Ham & Cheese Sandwich. Available for a limited time at BURGER KING® restaurants nationwide, the YUMBO® Hot Ham & Cheese Sandwich features slices of savory black forest ham, topped with melted American cheese, crisp lettuce, and creamy mayo, all served heated on a toasted hoagie bun.



BURGER KING® YUMBO® Hot Ham & Cheese Sandwich (Photo: Business Wire)

The YUMBO® Hot Ham & Cheese Sandwich was originally launched in 1968 and taken off the menu in 1974. The new sandwich will bring back memories for loyal guests and is true to the original, but has been refreshed to include lettuce and mayo on a hoagie bun.

“We’re always listening to our guests through our franchisees, in social media and via guest relations,” said Eric Hirschhorn, chief marketing officer, North

America, Burger King Corporation. “The return of the YUMBO® Hot Ham & Cheese Sandwich is the latest example of how we’re able to give our guests what they’ve asked for. Our strategy to selectively bring back favorite foods has helped us connect with our guests while also driving business results.”

“My family’s been in business with BURGER KING® restaurants for over 40 years,” said Tom Walsh Jr, BURGER KING® franchisee of the year in 2013. “The YUMBO® Hot Ham & Cheese Sandwich was a favorite I remember having as a boy in my dad’s restaurants and I know our guests are going to love having it back and sharing it with their own kids. This is a great example of how we as franchisees are working closer with Burger King Corporation on menu and marketing initiatives.”

The YUMBO® Hot Ham & Cheese Sandwich is available for a suggested price of \$3.69 and is now part of the 2 for \$5 menu alongside the BIG KING™ Sandwich, Original Chicken Sandwich and Big Fish Sandwich in participating restaurants.

The YUMBO® Hot Ham & Cheese Sandwich will be supported by a 360-degree marketing campaign including TV advertising, social media, public relations and in-restaurant merchandising. To introduce the YUMBO® Hot Ham & Cheese Sandwich to a new generation, the BURGER KING® brand is rewinding the clock by taking our Facebook page back 40 years to 1974 for 48 hours as we take social media “analog” with the BURGER KING® YUMBO® Social Hotline. There callers can ‘like’, ‘comment’ and ‘share’ the YUMBO® Hot Ham & Cheese Sandwich via rotary (or smart) phones by dialing 1-844-BK-YUMBO.

### 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 approximately 14,000 locations serving more than 11 million guests daily in 100 countries and territories worldwide. Approximately 100 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](http://www.bk.com) or follow us on Facebook and Twitter.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141202005190/en/>

ALISON BROD PUBLIC RELATIONS  
Brooke Scher Mogan, 212-230-1800  
[brooke@alisonbrodpr.com](mailto:brooke@alisonbrodpr.com)  
[bk@alisonbrodpr.com](mailto:bk@alisonbrodpr.com)

Copyright Business Wire 2014

Source: Business Wire (December 2, 2014 - 8:02 AM EST)

News by QuoteMedia  
[www.quotemedia.com](http://www.quotemedia.com)









































Last Update on November 04, 2010