

## INVESTOR INFORMATION | Press Releases

# BURGER KING® Declares There's a New Fry in Town!

MIAMI - November 30, 2011 - It's a fry for all at BURGER KING® restaurants nationwide! Burger King Corp. is staking its claim as the authority on all things food by delivering a new golden, crispy fry that promises to create a whole new level of irresistible.

The new fries at BURGER KING® offer restaurant guests a high-quality, perfectly balanced product. A thicker cut of potato gives each bite more fluffy, potato flavor on the inside and crispy, golden-brown deliciousness on the outside. The new fries will be available at most BURGER KING® restaurants across North America by December 5th.

In honor of the new Fry, BURGER KING® has declared Friday, December 16th "Free Fries Friday." Consumers will be able to go to a BURGER KING® restaurant nationwide and enjoy a complimentary value size order of new fries, with no purchase necessary, while supplies last.

"With the launch of our new fries, the home of America's favorite burger now has the best fries in the business," stated Leo Leon, vice president, global innovation, Burger King Corp. "At BURGER KING® we constantly strive to make every item on our menu the best it can be. We believe our new fries are the latest example of our commitment to quality and innovation, and we invite everyone to visit our restaurants and taste the difference."

### 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 approximately 12,400 locations serving over 11 million guests daily in 79 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.

-30-

### CONTACT:

Michelle Miguelez Burger King Corp. 305/378-7277 [mediainquiries@whopper.com](mailto:mediainquiries@whopper.com)

Kristen Hauser Coyne PR 305/378-7457 [khauser@coynepr.com](mailto:khauser@coynepr.com)

Last Update on November 30, 2011