

## INVESTOR INFORMATION | Press Releases

# Burger King Corp. Announces New Dessert Menu with Soft Serve Cones, Sundaes and Shakes

MIAMI - Sept. 19, 2011 - Today, Burger King Corp. celebrates the end of the summer season with the launch of a new, premium soft serve dessert menu to satisfy every sweet tooth across the country. From now through Oct. 9, guests who purchase a BK® Value Meal at participating BURGER KING® restaurants nationwide can top off their meal with a sweet treat - a FREE soft serve cone or cup.

"Our new soft serve dessert menu is just one of many ways we are evolving our menu and offering a sweet deal to attract and connect with a broader range of consumers," said Alex Macedo, senior vice president, North America marketing, Burger King Corp.

The new desserts feature the rich vanilla taste and creamy texture of BK® soft serve in a variety of builds:

- Premium sundaes are extra sweet with indulgent topping choices of peach and granola for a suggested retail price of \$1.79 and double brownie, OREO® or M&M'S® for a suggested retail price of \$2.49.
- Classic soft serve cones and cups bring the creamy vanilla taste front and center for a suggested retail price of 89 cents.
- Traditional sundaes feature decadent toppings such as chocolate fudge, caramel and strawberry for a suggested retail price of \$1.
- Timeless, hand-spun shakes feature tasty strawberry, chocolate or vanilla flavors finished with whipped topping for a suggested retail price of \$2.99 for a regular and \$3.49 for a large.

The promotion will be supported by national TV and radio advertising that begins today and represents a continuation of Burger King Corp.'s new food-centric approach. The television spot highlights the creamy texture and refreshing taste of the new soft serve, and showcases the new, premium dessert line as delicious brownies, tasty peaches and classic OREO® cookies take center stage.

### 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 12,300 locations serving over 11 million guests daily in 78 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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### CONTACT:

Adam Hickey Edelman 312/240-3147 [adam.hickey@edelman.com](mailto:adam.hickey@edelman.com)

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

Last Update on September 19, 2011