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NEW BK STUFFED STEAKHOUSE™ BURGER SPICES THINGS UP FROM THE INSIDE OUT WITH JALAPEÑO AND CHEDDAR

Burger King Corp. Stuffs Bold Taste in Every Bite with Its First-of-Its-Kind Menu Addition

MIAMI - Jan. 10, 2010 - [Burger King Corp.](#) is spicing up its menu from the inside out with the introduction of the new Jalapeño & Cheddar BK STUFFED STEAKHOUSE™ burger. This premium sandwich packs a flavorful punch of robust ingredients with bits of jalapeño peppers and Cheddar cheese inside the juicy flame-broiled burger that's topped off with creamy poblano sauce, ripe tomatoes and crisp lettuce on a premium bakery bun. The Jalapeño & Cheddar BK STUFFED STEAKHOUSE™ burger is available for a limited time only at participating BURGER KING® restaurants nationwide at a suggested retail price of \$3.99.

"Our guests have expressed their love for our quality burgers, and we know that they enjoy the bold combination of spicy and cheesy in a big way," said Jonathan Muhtar, vice president, global product marketing and innovation, Burger King Corp. "With our first ever stuffed sandwich, we're giving our guests what they want - juicy 100-percent beef infused with jalapeños and Cheddar for an experience you can see and taste in every bite."

Starting Jan. 17, national TV advertising will showcase the Jalapeño & Cheddar BK STUFFED STEAKHOUSE™ burger's quality ingredients and innovative build.

BK® Restaurants Get "Stuffed"

BKC is also inviting Facebook friends and local fans to "stuff" BK® restaurants in three select markets. During the promotion at a set time and date, customers who stop by a specific restaurant can enjoy a free Jalapeño & Cheddar BK STUFFED STEAKHOUSE™ burger and other free giveaways, while supplies last. Check out [Burger King Corp.'s Facebook page](#) throughout the promotion for more details and to find out specifics on dates, times and locations.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,200 restaurants in all 50 states and in 76 countries and U.S. 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 2010, Burger King Corp. was listed on *Working Mother's* Best Companies for Multicultural Women, which honors companies that are dedicated to bringing more perspectives to the decision-making table by promoting the advancement of multicultural women. In 2008, *Fortune* magazine ranked Burger King Corp. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades. To learn more about Burger King Corp., please visit the company's Web site at www.bk.com.

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Last Update on January 10, 2011

