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THE GRILL IS ON! RAIN OR SHINE, DAY OR NIGHT, BURGER KING® IS THE PLACE TO BBQ THIS SUMMER

TASTE IS KING SM at BURGER KING® Restaurants and the New Limited-Time-Only BBQ Menu Turns Up the Heat and Kicks Up the Excitement All Summer Long

MIAMI - June 13, 2012 - Whether your summer began with the "unofficial" Memorial Day Weekend kick-off or you are still waiting for the calendar's "official" first day of summer, BURGER KING® is ready to celebrate, BBQ-style! BURGER KING® today announced an impressive line-up of mouthwatering BBQ-inspired menu items that are sure to make the HOME OF THE WHOPPER®, the new home of the summer BBQ.

On the heels of the broadest menu expansion in company history, the new BBQ menu items include new twists on the classics, as well as innovative new offerings that will surprise and delight all BK® guests. The ad campaign in support of the BBQ-inspired menu also gives BURGER KING® the perfect opportunity to tout its new tagline: TASTE IS KINGSM. A salute to the great-tasting food that guests love and expect from BURGER KING®, the new tagline celebrates the heritage of the brand and future innovations coming out of the test kitchen. Don't worry loyal BK® fans; you will always be able to customize your orders.

"BBQs are synonymous with summer; we gather together with family and friends to eat great food, and now BURGER KING® offers guests a chance to sit back and let us take over the grilling," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "TASTE IS KINGSM at BURGER KING® and the new BBQ-inspired menu offers something for everyone, from our loyal WHOPPER® Sandwich fans to our more adventurous guests looking to try surprising new favorites."

So whether you're cruising off on a road trip, looking to beat the heat, hosting a party or just looking for an excuse to get together with family and friends, stop by your local BURGER KING® to see for yourself why TASTE IS KING SM today and every day at BK®. The new limited-time-only menu at BK® includes:

- **Memphis Pulled Pork BBQ Sandwich**

Inspired by the city that has made BBQ a way of life, the new Memphis BBQ Pulled Pork Sandwich is sure to be a crowd pleaser! This multiple-napkins-needed sandwich combines tender pulled pork with the hickory smoky sweet flavor of Sweet Baby Ray's® Sweet 'n Spicy BBQ sauce, and is topped off with sliced onions and Sweet Southern dressing all on a warm, toasted artisan-style bun. (Suggested retail price starts at \$3.49)

- **Carolina BBQ Sandwiches**

BK® is bringing the best of Carolina BBQ to restaurants nationwide, pairing the sweet tang of Carolina style honey-mustard BBQ with your favorite fire-grilled BK® sandwiches:

- **Carolina BBQ WHOPPER® Sandwich** ~ A four ounce fire-grilled burger patty made with USDA certified ground beef, Pepper Jack cheese, thick-cut hardwood smoked bacon, fresh cut iceberg lettuce, crisp red onions and ripe tomatoes, featuring a Sweet Southern dressing, and covered in the sweet tang of Bull's-Eye Carolina Style BBQ sauce on a sesame seed bun (Suggested retail price of \$3.99)
- **Carolina BBQ Chicken Sandwich** ~ Made with your choice of TENDERGRILL® or TENDERCRISP® white meat chicken breast, Pepper Jack cheese, thick-cut hardwood smoked bacon, fresh cut iceberg lettuce, crisp red onions and ripe tomatoes, featuring a Sweet Southern dressing, and covered in the sweet tang of Bull's-Eye Carolina Style BBQ sauce on an artisan-style bun (Suggested retail price of \$4.79)

- **Texas BBQ Sandwiches**

They say everything is bigger in Texas, but we'll let you be the judge of which new Texas BBQ Sandwich at BK® captures the biggest taste. The smoky sweetness of Texas style BBQ sauce tops off your favorite fire-grilled BK® sandwiches:

- **Texas BBQ WHOPPER® Sandwich** ~ A four ounce fire-grilled burger patty made with USDA certified ground beef, thick American cheese, jalapeño slices, crisp red onion rings, ripe tomato slices and fresh cut iceberg lettuce, all topped with Bull's-Eye Texas Style BBQ sauce on a sesame seed bun (Suggested retail price of \$3.99)
- **Texas BBQ Chicken Sandwich** ~ Made with your choice of TENDERGRILL® or TENDERCRISP® white meat chicken breast, thick American cheese, jalapeño slices, crisp red onion rings, ripe tomato slices and

fresh cut iceberg lettuce, all topped with Bull's-Eye Texas Style BBQ sauce on an artisan-style bun (Suggested retail price of \$4.79)

- **Frozen Classic Lemonade**

Not your typical lemonade stand offering! The new BK® line of Frozen Lemonades blend the perfect balance of sweet and sour. Available in 12, 16 or 20 oz. servings, these fruity, frozen beverages will cool you down on the hottest of summer days. The Frozen Lemonade combines real lemon flavor with ice and water, as well as real strawberry flavor for the Frozen Strawberry Lemonade. (Suggested retail price starts at \$1.99)

- **Sweet Potato Fries**

This sweet alternative to our classic fry is the perfect combination of salty and sweet, served hot and fresh each day. Crispy on the outside with tender sweet potato on the inside, the new Sweet Potato Fries can stand alone as a great-tasting treat or become the perfect sidekick to one of our summer fire-grilled burgers! (Suggested retail price starts at \$1.89)

- **Bacon Sundae**

This limited-time soft serve dessert took Nashville, TN by storm earlier this year and is now available nationwide to satisfy every sweet tooth. The sweet and savory dessert features the rich and creamy vanilla BK® soft serve, drizzled with chocolate fudge, caramel and topped with bacon crumbles, complete with a thick-cut, hardwood smoked bacon garnish. (Suggested retail price starts at \$2.49)

The new Summer BBQ menu is available for a limited-time-only at participating BK® restaurants nationwide. So hurry in and get your BBQ on at BURGER KING®!

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 12,500 locations serving over 11 million guests daily in 82 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 or follow us on [Facebook](#) and [Twitter](#).

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