

# INVESTOR INFORMATION | Press Releases

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## Three BURGER KING® Restaurants To Open In Martinique

### Burger King Worldwide, Inc. Continues to Diversify Global Restaurant Portfolio in 2014

**MIAMI - February 27, 2014** - Burger King Worldwide, Inc. (NYSE: BKW) and ADM Food Services, a BURGER KING® franchisee, announced today the establishment of three new restaurants to expand the BURGER KING® brand presence in the French West Indies. Providing a positive guest experience in a comfortable and inviting dining environment, the new restaurants will be located in Le Lamentin, Fort-de-France and Guadeloupe, which are projected to open in April, September and December 2014, respectively.

"Bringing the BURGER KING® brand back to Martinique reinforces our commitment to further strengthening our regional and global restaurant portfolio," said Jose Dias, president, BKW Latin America and the Caribbean. "ADM Food Services has excellent local, cultural and food service business expertise and we look forward to a strong opening and brand presence in the region."

The first new BURGER KING® restaurant is expected to open on April 1, 2014 in Le Lamentin at the Aimé Césaire International Airport.

"We feel this is a strategic location for a BURGER KING® restaurant and an extraordinary showcase for the brand," said Arnaud Monplaisir, general manager, ADM Food Services. "For this first restaurant, ADM Food Services will be supported by the SERVAIR Group, an international specialist in airline catering and airport catering spaces as well as the Monplaisir Group, whose focus in tourism, food catering, and waste management will be key in boosting performance in the local market."

"We are extremely proud to be able to bring BURGER KING® restaurants to the region," added Delphin Monplaisir, president, Monplaisir Group. "We have already seen tremendous interest generated on Facebook in anticipation of the iconic brand's return to Martinique."

ADM plans to create an average of 40 jobs per restaurant and to use local business partners - suppliers, construction and transportation companies - in developing the BURGER KING® brand locally. Additionally, in agreement with BKW, ADM Food Services intends to continue its rapid development and open four additional restaurants in the French Antilles by the end of 2015.

Throughout the next few months, ADM Food Services will work together with BKW to set up the supply chain in Martinique, Guadeloupe and French Guyana and execute a roll-out plan to establish BURGER KING® restaurants across the territories.

### 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 over 13,000 locations serving more than 11 million guests daily in 97 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.

### About ADM Food Services

ADM Food Services was created and is co-managed by Arnaud and Delphin Monplaisir. It's a young company whose sole purpose is to operate and manage BURGER KING® restaurants. This company will develop the BURGER KING® brand in Martinique, Guadeloupe and French Guyana. Arnaud and Delphin's experience in various projects including in the food retail industry has allowed them to gain the experience and knowledge of the local market.

### Forward-Looking Statements

This press release includes forward-looking statements, which are often identified by the words "may," "might," "believes," "thinks," "anticipates," "plans," "expects," "intends" or similar expressions and include statements regarding the expectations of Burger King Worldwide, Inc. ("BKW") regarding the growth opportunities in Martinique, Guadeloupe and

French Guyana and the ability of the franchisee in these territories to capitalize on these opportunities and rapidly expand the BURGER KING® brand's presence in Martinique, Guadeloupe and French Guyana. These forward-looking statements may be affected by risks and uncertainties in BKW's business and market conditions. This information is qualified in its entirety by cautionary statements and risk factor disclosure contained in filings made by BKW with the Securities and Exchange Commission, including BKW's annual report on Form 10-K for the year ended December 31, 2013. BKW wishes to caution readers that certain important factors may have affected and could in the future affect BKW's actual results and could cause BKW's actual results for subsequent periods to differ materially from those expressed in any forward-looking statement made by or on behalf of BKW, including the risk that the franchisee will not be successful in opening BURGER KING® restaurants in Martinique, Guadeloupe and French Guyana or that the opportunities to open restaurants in Martinique, Guadeloupe and French Guyana will decline. BKW undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date hereof.

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