

## INVESTOR INFORMATION | Press Releases

# Newest WHOPPER(TM) Bar Restaurant Opens Its Doors in the Heart of Miami's South Beach

***Burger King Corp. Raises the Bar on Its Innovative, WHOPPER(R)-Centric Restaurant Concept by Offering Beer and Food Delivery Service***

MIAMI, Jan 22, 2010 (BUSINESS WIRE) – Burger King Corp. (NYSE:BKC) today announced the opening of the WHOPPER(TM) Bar in the heart of Miami's South Beach, marking the next stage of the WHOPPER(TM) Bar's premium, customizable restaurant experience. The new location will open its doors next month and boasts innovative versions of America's Favorite Burger\*, the WHOPPER(R) sandwich, with ice-cold beer on the menu. WHOPPER(TM) Bar South Beach will operate 24 hours a day, seven days a week and provide a walk-up window for on-the-go orders as well as food delivery service for local guests.

"Burger King Corp.'s development strategy for the WHOPPER(TM) Bar involves carefully targeting marquee locations that often serve as consumer destinations," said Chuck Fallon, North America President, Burger King Corp. "Not only is South Beach in our backyard, but the warm weather, famous nightlife and colorful personality of the destination make it a great fit for a WHOPPER(TM) Bar restaurant. It also serves as a great opportunity to introduce U.S. WHOPPER(TM) Bar guests to food delivery service and the addition of beer on the menu."

WHOPPER(TM) Bar South Beach features a modern look and feel, as well as the concept's specialized menu dedicated to delivering America's Favorite Burger in a highly personalized way. After customers select their sandwich, expert "WHOPPER(R)-istas" build burgers to order from a visible toppings theater that lets guests choose from an array of more than 20 favorites, such as A.1.(R) Thick & Hearty steak sauce, pepper bacon, guacamole and crispy onions. Exclusively at this U.S. location, restaurant guests can pair their premium WHOPPER(R) sandwiches with an array of Anheuser-Busch and MillerCoors beer products, including Budweiser, Bud Light, Bud Light Lime and Miller Lite. "We are pleased to offer our guests the option of pairing America's Favorite Burger with a great American beer in this ideal destination," Fallon added.

In keeping with South Beach's notoriously late-night crowd, the restaurant is open 24 hours a day to satisfy WHOPPER(R) cravings at all hours. Burgers will be served around the clock, and breakfast is available from 5 a.m. to 10:30 a.m. WHOPPER(TM) Bar South Beach also takes advantage of Miami's year-round sunshine with an outdoor dining area that seats more than 45 guests and for the first time ever, provides a convenient walk-up window for customers to order on the go as well as food delivery service for local guests who prefer to have the taste of the flame-broiled WHOPPER(R) delivered to them.

In addition, the "Bar Favorites" menu features the best premium sandwiches, such as the Bourbon WHOPPER(R) sandwich and Pepper Bacon Steakhouse XT(TM) burger. The South Beach WHOPPER(TM) Bar also debuts an exclusive addition to the Bar Favorites line-up with the BK BLACK & BLEU STEAKHOUSE XT(TM) burger, named for the bold taste of blue cheese and blackened Cajun sauce. The new, premium build features an extra thick, flame-broiled 7-ounce beef patty topped with blue cheese, pepper bacon, blackened Cajun sauce, onions, tomatoes and lettuce on a corn-dusted bun.

\*Based on preference.

### **WHOPPER(TM) Bars Around the World**

Since the contemporary, flexible-footprint WHOPPER(TM) Bar restaurant concept was first introduced in March 2008, WHOPPER(TM) Bars have opened in every BK(R) operated region across the globe. The world's first WHOPPER(TM) Bar opened its doors in March 2009 at Universal CityWalk(R) at Universal Orlando(R) Resort, followed by the opening of others in Munich in June 2009, Singapore in September 2009 and Venezuela in November 2009.

BKC continues to strategically target carefully selected, high-traffic destinations for future WHOPPER(TM) Bar locations in potential cities such as New York City, Las Vegas, Los Angeles and Malaga, Spain. Consumers can expect to see WHOPPER(TM) Bars in high profile venues like sports arenas, airports and other tourist destinations.

### **Forward-Looking Statements**

Certain statements made in this press release that reflect management's expectations regarding future events are forward-looking in nature, including statements regarding the Company's expectations regarding the WHOPPER(TM) Bar supporting our development strategy and the Company's ability to open WHOPPER(TM) Bar restaurants in marquee locations that serve as consumer destinations, the Company's expectation that the WHOPPER(TM) Bar will be a great fit for the South Beach culture and the Company's ability to capitalize on its strategy to locate WHOPPER(TM) Bar locations in high-traffic destinations and high profile venues. These forward-looking statements are only predictions based on our current expectations and projections about future events. Important factors could cause our actual results to differ materially from those expressed or implied by these forward-looking statements, including those risk factors set forth in our annual and quarterly reports filed with the Securities and Exchange Commission and the following: (i) our ability to compete in an intensely competitive industry; (ii) our ability to successfully implement our growth strategy; and (iii) risks related to our operations.

Although we believe the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results. Moreover, neither we nor any other person assumes responsibility for the accuracy or completeness of any of these forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. We do not undertake any responsibility to update any of these forward-looking statements to conform our prior statements to actual results or revised expectations.

## ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, *Fortune* magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations and in 2010, Standard & Poor's included shares of Burger King Holdings, Inc. to the S&P MidCap 400 index. BKC was recently recognized by Interbrand on its top 100 "Best Global Brands" list and *Ad Week* has 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](http://www.bk.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6152392&lang=en>

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