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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