



Burger King GAZETTE

Special
Edition

HISTORY OF BK • WHOPPER • BONUS • FACTS • STORY OF SANDWICH

BURGER KING® OPENS 10TH RESTAURANT IN PRAGUE

BURGER KING® ALSO CELEBRATES ITS 13TH OPENING IN THE CZECH REPUBLIC



 **PRAGUE, 29TH APRIL 2013.** Burger King Worldwide (NYSE: BKW) will celebrate on April 30th the opening of its 10th BURGER KING® restaurant in Prague. The event will take place at 16:00 at "Wenceslals" Square. This will also be the 13th restaurant of the worldwide known brand in the Czech Republic.

STAYING TRUE TO THE TRADITIONS OF THE BURGER KING® BRAND, THE GROWING CHAIN OF BURGER KING® RESTAURANTS IN THE CZECH REPUBLIC PROVES THAT ONE OF THE MOST RECOGNIZED U.S. BRANDS WORLDWIDE HAS LAID FIRM FOUNDATIONS IN CENTRAL EUROPE, WHICH DUE TO ITS IMPORTANCE IS A KEY GROWTH MARKET. WHAT'S MORE, THE LOCATION IS A VERY SPECIAL ONE – THE "WENCESLALS" SQUARE IS ONE OF THE ICONIC PLACES IN THE CAPITAL OF THE CZECH REPUBLIC.

THE EVENT WILL TAKE THE CUSTOMERS BACK TO THE 50'S, WHEN THE FIRST BURGER KING® RESTAURANT WAS OPENED IN JACKSONVILLE, FLORIDA. ALL ATTENDEES WILL HAVE THE OPPORTUNITY TO MEET THE FAMOUS GUESTS FROM ANOTHER TIME AND PLACE – MARILYN MONROE AND ELYS PRESLEY. ON TOP EVERYONE WILL HAVE THE CHANCE TO PARTICIPATE IN "BE THE KING OF KARAOKE" CONTEST AND WIN BIG PRIZES. MANY MORE SURPRISES AND POSITIVE EMOTIONS AWAIT THE GUESTS WHO SET FOOT THROUGH THE DOOR OF THE LATEST BURGER KING® RESTAURANT IN PRAGUE.



THE KING IS HERE!
MAKE SURE YOU'LL BE
THERE TO MEET HIM!

INVITATION

THERE ARE ONLY TWO THINGS OUR CUSTOMERS HAVE, TIME AND MONEY – AND THEY DON'T LIKE SPENDING EITHER ONE OF THEM, SO WE BETTER SELL THEM THEIR HAMBURGERS QUICKLY."

– JAMES MCLAMORE, FOUNDER OF BURGER KING.

QUOTES

WHO INVENTED THE
SANDWICH?

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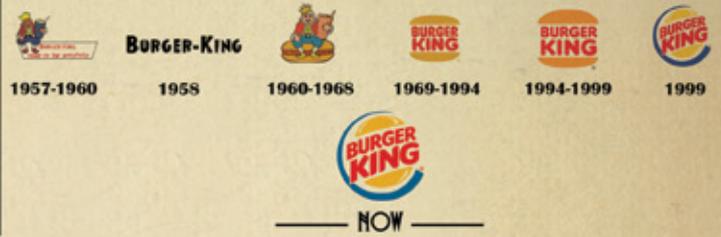
BURGER KING WORLDWIDE

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 IN OVER 12,000 LOCATIONS SERVING OVER 11 MILLION GUESTS DAILY IN 83 COUNTRIES AND TERRITORIES WORLDWIDE. APPROXIMATELY 95 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.



BK HISTORY

LOGO HISTORY



1954
Burger King Corporation is founded.
The first Burger King restaurant is opened in Miami, Florida.

IN 1954, BURGER KING WAS CO-FOUNDED BY JAMES MCLAMORE AND DAVID EDGERTON. THE FIRST RESTAURANT, ORIGINALLY CALLED INSTA BURGER KING, WAS OPENED IN MIAMI, FLORIDA. FIVE YEARS LATER, THEY WERE READY TO EXPAND THEIR FIVE FLORIDA BURGER KINGS INTO A NATIONWIDE CHAIN. BY THE TIME THEY SOLD THEIR COMPANY TO PILLSBURY IN 1967, BURGER KING HAD BECOME THE THIRD LARGEST FAST-FOOD CHAIN IN THE COUNTRY AND WAS ON ITS WAY TO SECOND PLACE, AFTER INDUSTRY LEADER MCDONALD'S.



1963
BKC® opens its first restaurant outside of the U.S. in Puerto Rico.

THE FIRST INTERNATIONAL BURGER KING STORE WAS LOCATED IN SAN JUAN, PUERTO RICO. IN 1967, AFTER EIGHT YEARS OF PRIVATE OPERATION, THE PILLSBURY COMPANY ACQUIRED BURGER KING AND ITS PARENT COMPANY BURGER KING CORPORATION. IT HAS SINCE BEEN SOLD TO THE GRAND METROPOLITAN WHO MERGED WITH GUINNESS TO FORM DIAGEO PLC. IN 2002 BURGER KING WAS THEN ACQUIRED BY TEXAS PACIFIC GROUP.



1976
The King comes to life.
The first commercial with a human character is shown.

THE KING TRANSFORMS FROM CARTOON TO HUMAN FORM FOR A NEW TV MARKETING CAMPAIGN. OTHER REAL-LIFE CHARACTERS ARE INTRODUCED DURING THIS CAMPAIGN, INCLUDING "SIR SHAKES A LOT," THE "DUKE OF DOUBT," AND THE "WIZARD OF FRIES."



1998
BKC® updates their Burger King logo. The new logo is more modern and recognizable.

THE BURGER KING® "BUN HALVES" LOGO IS REDESIGNED AND BURGER KING® RESTAURANT LOCATIONS ARE GIVEN A FRESH NEW LOOK.



1955
The Whopper is introduced.
The Whopper is the first burger with a single beef patty.

IF YOU COMPARED THE CURRENT BURGER KING MENU TO THE FIRST ONE BACK IN 1954, YOU WOULD BE SURPRISED AT THE CHANGE. THE FIRST MENU ONLY OFFERED BURGERS, FRIES, SODAS AND MILKSHAKES. SINCE THEN THEY HAVE ADDED SEVERAL VARIATIONS OF CHICKEN, FISH, SALADS AND DESSERTS. THE WHOPPER WAS THE BIG ADDITION TO THE MENU IN 1957 AND OVER THE YEARS HAS BECOME BURGER KING'S SIGNATURE DISH. THAT'S WHY BURGER KING IS CALLED "HOME OF THE WHOPPER". THE KING MAKES HIS DEBUT ON THE SIGN OF THE FIRST BURGER KING® RESTAURANT IN MIAMI, FL. THE STORY OF BURGER KING'S GROWTH IS THE STORY OF HOW FRANCHISING AND ADVERTISING DEVELOPED THE FAST-FOOD INDUSTRY. MCLAMORE AND EDGERTON BEGAN IN 1954 WITH A SIMPLE CONCEPT: TO ATTRACT THE BURGEONING NUMBERS OF POSTWAR BABY BOOM FAMILIES WITH REASONABLY-PRICED, BROILED BURGERS SERVED QUICKLY. THE IDEA WAS NOT UNIQUE: DRIVE-INS OFFERING CHEAP FAST FOOD WERE SPRINGING UP ALL ACROSS AMERICA IN THE EARLY 1950S. IN FACT, 1954 WAS THE SAME YEAR RAY KROC MADE HIS DEAL WITH THE MCDONALD BROTHERS, WHOSE ORIGINAL SOUTHERN CALIFORNIA DRIVE-IN STARTED THE MCDONALD'S EMPIRE.



1988
BKC® launches "We do it like you'd do it" campaign.
The campaign is a parody of the "We do it like you'd do it" slogan.

THE "WE DO IT LIKE YOU'D DO IT" BK® AD CAMPAIGN IS LAUNCHED BK® PARALLELS ITS UNIQUE FLAME-GRILLED APPROACH TO A BACKYARD BARBEQUE, PROMISING THE SAME STANDARD OF HOME-STYLE QUALITY AND DEVOTION TO BE DELIVERED FROM THE KITCHENS IN BK® RESTAURANTS.

1989 - BURGER KING CORPORATION EXPANDS ACROSS EUROPE ONCE GRAND METROPOLITAN PLC ACQUIRES THE PILLSBURY COMPANY. THIS ACQUISITION CONVERTS SMALLER EUROPEAN BURGER KING CHAINS INTO BURGER KING® RESTAURANTS.



1957
The Whopper sandwich is introduced.
The Whopper is the first burger with a single beef patty.

IN 1957 THEY EXPANDED THEIR MENU WITH THE WHOPPER, A BURGER WITH SAUCE, CHEESE, LETTUCE, PICKLES, AND TOMATO, FOR BIG APPETITES. BUT PRICES WERE KEPT LOW: A HAMBURGER COST 18 CENTS AND THE WHOPPER 37 CENTS. IN 1958 THEY TOOK ADVANTAGE OF AN INCREASINGLY POPULAR MEDIUM, TELEVISION: THE FIRST BURGER KING TELEVISION COMMERCIAL APPEARED ON MIAMI'S VHF STATION THAT YEAR.



1974
BKC® launches the "Have it your way" marketing campaign.
The campaign is a parody of the "Have it your way" slogan.

IN THE 1970'S BURGER KING COMMISSIONED A SLOGAN THAT IS STILL KNOWN AND WIDELY USED TODAY. "HAVE IT YOUR WAY."



2004
Return of the King.
The campaign is a parody of the "Return of the King" movie.

THE RETURN OF THE KING BURGER KING CORPORATION RESURRECTS THE KING AS ITS PRIMARY MARKETING VEHICLE.



2006
BKC® goes public.
The campaign is a parody of the "BKC® goes public" slogan.

IN 2006, BURGER KING WAS PUBLICLY LISTED IN THE STOCK EXCHANGE. ON MAY 18, 2006, BURGER KING BEGAN TRADING ON THE NEW YORK STOCK EXCHANGE UNDER THE TICKER SYMBOL BKC AND GENERATED \$425 MILLION IN REVENUE. THE LARGEST IPO OF A US-BASED RESTAURANT CHAIN ON RECORD.



2010
Burger King Corporation is acquired by 3G Capital.
The acquisition is a landmark event in the company's history.

3G CAPITAL, A GLOBAL MULTI-MILLION DOLLAR INVESTMENT FIRM, PURCHASES BURGER KING CORPORATION, MAKING IT A PRIVATELY-HELD COMPANY.



1959
BKC® begins franchising.
The first franchise is opened in Miami, Florida.

BY 1959 MCLAMORE AND EDGERTON WERE READY TO EXPAND BEYOND FLORIDA, AND FRANCHISING SEEMED TO BE THE BEST WAY TO TAKE THEIR CONCEPT TO A BROADER MARKET. FRANCHISING WAS BOOMING IN THE LATE 1950S BECAUSE IT ALLOWED COMPANIES TO EXPAND WITH MINIMAL INVESTMENT. LIKE MANY OTHER FRANCHISERS, MCLAMORE AND EDGERTON ATTRACTED THEIR INVESTORS BY SELLING EXCLUSIVE RIGHTS TO LARGE TERRITORIES THROUGHOUT THE COUNTRY. THE BUYERS OF THESE TERRITORIAL RIGHTS, MANY OF THESE LARGE BUSINESSES THEMSELVES, COULD DO WHAT THEY WANTED TO IN THEIR TERRITORY: BUY LAND, BUILD AS MANY STORES AS THEY LIKED, SELL PART OF THE TERRITORY TO OTHER INVESTORS, OR DIVERSIFY. MCLAMORE AND EDGERTON TOOK THEIR INITIAL PAYMENTS (WHICH VARIED WITH THE TERRITORY) AND THEIR CUT (AS LITTLE AS 1 PERCENT OF SALES) AND LEFT THEIR FRANCHISEES PRETTY MUCH ON THEIR OWN.



1997
Grand Metropolitan PLC merges with Guinness & Co. to form Diageo PLC.
The merger is a landmark event in the company's history.

GRAND METROPOLITAN PLC MERGES WITH GUINNESS & CO. TO FORM DIAGEO PLC MARKING THE FIFTH LARGEST MERGER IN HISTORY. DIAGEO PLC BECOMES A WORLD LEADER IN BRANDED FOOD AND DRINKS, MOVING BURGER KING CORPORATION'S OWNERSHIP FROM THE UNITED STATES TO EUROPE.



2009
BKC® releases "Whopper" commercial on Facebook.
The campaign is a parody of the "Whopper" slogan.

FREE WHOPPER® SANDWICHES ARE GIVEN TO ANYONE WHO DELETES 10 FACEBOOK FRIENDS. FACEBOOK THEN DELETES "WHOPPER® SACRIFICE" AS FRIENDS ARE PROVEN TO BE OVERRATED.



1960
The King is animated.
The King is the first animated character in a fast-food commercial.

THE KING IS TRANSFORMED INTO AN ANIMATED CARTOON CHARACTER FOR BK® TELEVISION ADVERTISEMENTS, INTRODUCING CHILDREN TO BURGER KING® WITH THE FAMOUS SLOGAN, "BURGER KING®, WHERE KIDS ARE KING!™"



1978
BKC® introduces the drive-thru window.
The drive-thru window is a landmark event in the company's history.

DRIVE-THRU WINDOWS ARE INSTALLED AT NUMEROUS BURGER KING® RESTAURANT LOCATIONS. AMERICAN COMPANIES TEXAS PACIFIC GROUP, BAIN CAPITAL PARTNERS, AND GOLDMAN SACHS CAPITAL PARTNERS PURCHASE BURGER KING CORPORATION FROM DIAGEO PLC, MOVING THE COMPANY'S OWNERSHIP BACK TO THE UNITED STATES.



2005
Have it your way.
The campaign is a parody of the "Have it your way" slogan.

THE BURGER KING MCLAMORE'S EM FOUNDATION IS STARTED, THE PHILANTHROPIC ARM OF THE BURGER KING® BRAND, THAT STRIVES TO MAKE A POSITIVE IMPACT IN LOCAL COMMUNITIES.



2009
Whopper Bar opens in Orlando, FL.
The bar is a landmark event in the company's history.

BURGER KING CORPORATION PUTS A NEW SPIN ON BK® BY INTRODUCING THE WHOPPER® BAR, OFFERING UPSCALE RENDITIONS OF THE WHOPPER® SANDWICH.



2014
BK® SAVES THE WORLD
BK® APPEALS ALIEN RACE WITH WHOPPER® SANDWICHES TO Avert INTERGALACTIC WAR.



"OUR COMMITMENT TO PREMIUM INGREDIENTS, SIGNATURE RECIPES, AND FAMILY-FRIENDLY DINING EXPERIENCES IS WHAT HAS DEFINED OUR BRAND FOR MORE THAN 50 SUCCESSFUL YEARS."

BURGER KING CORPORATE FURTHER DEFINES THE COMMITMENTS THAT GUIDE ITS DAILY BUSINESS OPERATIONS IN ITS CORPORATE GOVERNANCE DOCUMENTS:



OVER 11 MILLION GUESTS WALK THROUGH THE DOORS OF A BURGER KING® RESTAURANT WORLDWIDE EACH DAY.



THE WHOPPER® SANDWICH HAS BEEN THE ICONIC FLAGSHIP OF THE BURGER KING® MENU SINCE ITS INTRODUCTION IN 1957. THE FIRST WHOPPER® WAS EATEN ON MARCH 4, 1957 IN MIAMI, FL. IT WAS CREATED BY FOUNDER JAMES McLANORE AND FIRST SOLD FOR 37 CENTS. IT IS ONE OF THE LONGEST LASTING MENU ITEMS IN QUICK-SERVICE RESTAURANT HISTORY. THE SECRET TO THE WHOPPER®'S SUCCESS HAS BEEN ITS CONSISTENCY - ALTHOUGH THE BURGER HAS UNDERGONE SEVERAL ITERATIONS, THE USE OF GROUND BEEF, TOMATOES, LETTUCE AND A TOASTED SESAME-SEED BUN HASN'T CHANGED. OVER ITS 55 YEARS, BURGER KING® KEPT THE CORE OF THE WHOPPER® SANDWICH THE SAME, NEVER DEVIATING FROM THE GREAT-TASTING BURGER LOVED BY THE GUESTS.

WOULD YOU TRADE SOMEONE'S FRIENDSHIP FOR A FREE WHOPPER®?

THIS WAS AN APERTISING CAMPAIGN THAT CAME OUT IN 2009 WHEN FACEBOOK WAS STILL SECOND TO MYSPACE. BURGER KING® LAUNCHED THE SLOGAN, "YOU LIKE YOUR FRIENDS, BUT YOU LOVE THE WHOPPER®." THEY ENCOURAGED FACEBOOKERS TO UNFRIEND 10 PEOPLE ON THEIR FRIENDS LIST, AND CONSIDER THEM, THEY'D RECEIVE A COUPON FOR A FREE WHOPPER®.



THERE HAVE BEEN MORE THAN 1.3 BILLION WHOPPER SANDWICHES SOLD EACH YEAR WORLDWIDE. THERE ARE 221,104 WAYS TO MIX AND MATCH INGREDIENTS NEARLY COUNTLESS WAYS TO LOVE THE WHOPPER® SANDWICHES. IN THE 10 SECONDS IT TAKES YOU TO READ THIS FACT, MORE THAN 400 WHOPPER® SANDWICHES HAVE BEEN ENJOYED. IN FACT, 41 WHOPPER® SANDWICHES ARE EATEN AROUND THE WORLD EVERY SECOND.

WONDERING HOW MANY CALORIES ARE IN WHOPPER WITH CHEESE? 760. AUSTRALIANS CAN ORDER THEIR WHOPPERS WITH A FRIED EGG ON TOP. IN JAPAN, BURGER KING OFFER A WHOPPER TERIYAKI, WHICH HAS TERIYAKI SAUCE INSTEAD OF KETCHUP.



WHO INVENTED THE SANDWICH?

A GOOD SANDWICH IS A PART OF ALMOST EVERYONE'S DIET WITH MANY DIFFERENT VARIATIONS AND STYLES OF SANDWICH TO CHOOSE FROM. THIS, NOW STAPLE FOOD ITEM, WASN'T ALWAYS A WAY FOR PEOPLE TO GRAB A QUICK BITE, OR TO EASILY COMPILE AN ARRAY OF INGREDIENTS! SO WHO INVENTED THE SANDWICH AND WHAT ARE ITS ORIGINS?

HOW WE GOT THE NAME?

THE NAME OF THE SANDWICH ACTUALLY COMES FROM THE EARL OF SANDWICH, JOHN MONTAGU. WHILE HE WASN'T THE ABSOLUTE FIRST ORIGIN OF THE SANDWICH, AND THERE WERE MANY WITH SIMILAR IDEAS THAT PRECEDED HIM, HE DID BECOME THE NAME FOR THIS POPULAR FOOD ITEM. IN FACT, IF YOU WANT TO LOOK AT SOME OF THE EARLIEST ORIGINS OF THE SANDWICH, LOOK TO THE ARABS, WHO BEGAN STUFFING MEAT IN PITA BREAD, CENTURIES BEFORE THE EARL OF SANDWICH BECAME INVOLVED. SO WHY DID THE EARL OF SANDWICH GET TO AFFIX HIS NAME ON SUCH A POOR ITEM?

IT STARTED WITH A GAME OF CARDS

THE STORY GOES THAT IN 1762, THE EARL WAS PLAYING AN INTENSE CARD GAME AND DIDN'T WANT TO LEAVE THE GAME - (SOUND FAMILIAR?). IN ORDER TO AVOID HAVING TO GET UP, THE EARL ASKED HIS SERVANT TO MAKE HIM A COMBINATION OF A PIECE OF MEAT IN BETWEEN TWO SLICES OF BREAD, SO HE WOULD STILL BE ABLE TO EAT WHILE PLAYING HIS GAME. WHETHER IT WAS DUE TO HIS AFFLUENCE, OR HIS GREAT IDEA, THE SANDWICH IDEA THEN CAUGHT ON AND BECAME A POPULAR FOOD ITEM. THE SANDWICH HAS EVOLVED FROM THAT MOMENT ON, TO INCLUDE SEVERAL DIFFERENT BREADS AND SANDWICH FILLINGS - MUCH DIFFERENT THAN THE EARL'S MEAT AND PLAIN BREAD VARIETY.

THE REUBEN SANDWICH

WHILE THE ORIGINS OF THE ORIGINAL SANDWICH ARE IMPORTANT TO NOTE, THE STORY BEHIND CERTAIN FAMOUS VARIETIES OF SANDWICHES ALSO HELP TO TELL THE STORY OF THE SANDWICH'S LEGACY. ONE OF THE MOST FAMOUS SANDWICHES, THE REUBEN, WAS CREATED BY A GROCER IN OMAHA, AS A WAY TO SERVE CORNED BEEF AND SAUERKRAUT TO HIS FRIENDS, WHOM HE WAS PLAYING POKER WITH. IT WAS WELL RECEIVED BY HIS FRIENDS AND FROM THERE IT LANDED AT A LOCAL EATERY ON THEIR MENU, AND GREW IN POPULARITY FROM THERE.

THE CHICKEN SANDWICH

ANOTHER POPULAR SANDWICH, THE CHICKEN SANDWICH, WAS CREATED IN 1946, WHEN A RESTAURANT OWNER WANTED TO FIND AN ALTERNATIVE TO A HAMBURGER, FOR THOSE WHO PREFERRED CHICKEN. THE INVENTION OF THIS SANDWICH WAS THE VERY FIRST START OF CHICK-FIL-A, ONE OF THE MOST POPULAR FAST FOOD AND SANDWICH EATERIES IN THE UNITED STATES TODAY. AND WHILE THE HAMBURGER MAY IN SOME CASES BE CLASSIFIED AS A FAR CRY FROM A TRADITIONAL SANDWICH, IT DOES HAVE THE SAME BASIC PRINCIPLE. THERE ARE MANY DIFFERENT IDEAS AS TO HOW THE HAMBURGER SANDWICH CAME TO BE, BUT THE OWNER OF THE LOUIS' LUNCH RESTAURANT IN CONNECTICUT, LOUIS LASSEN, IS SAID TO BE THE ACTUAL CREATOR IN 1900.

A LONG HISTORY

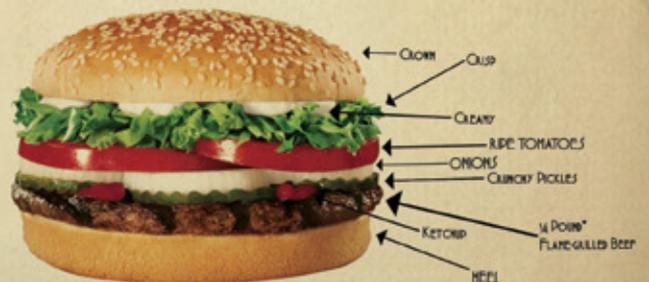
SO NEXT TIME YOU'RE BITING INTO THE SANDWICH OF YOUR CHOICE, CONSIDER THE LONG LIFE OF THIS INVENTION AND ALL OF THE DIFFERENT VARIETIES AND CULTURES THAT CAN COME TOGETHER TO FORM AMAZING SANDWICHES AROUND THE WORLD.

BURGER KING'S LEFT-HANDED WHOPPER®

IN 1998 BURGER KING® PUBLISHED A FULL PAGE APERTISEMENT IN USA TODAY ANNOUNCING A NEW ITEM ON THEIR MENU: A "LEFT HANDED WHOPPER" ESPECIALLY DESIGNED FOR THE 32 MILLION LEFT-HANDED AMERICANS. ACCORDING TO THE APERTISEMENT, THE NEW WHOPPER® INCLUDED THE SAME INGREDIENTS AS THE ORIGINAL WHOPPER® (LETTUCE, TOMATO, WHOPPER® PATTY, ETC.), BUT ALL THE COMMENTS WERE NOTATED 180 DEGREES FOR THE BENEFIT OF THEIR LEFT-HANDED CUSTOMERS.

THE FOLLOWING DAY BURGER KING® ISSUED A FOLLOW-UP RELEASE REVEALING THAT ALTHOUGH THE LEFT HANDED WHOPPER® WAS A HOAX, THOUSANDS OF CUSTOMERS HAD GONE INTO RESTAURANTS TO REQUEST THE NEW SANDWICH. SIMULTANEOUSLY, ACCORDING TO THE PRESS RELEASE, MANY OTHERS REQUESTED THEIR OWN "RIGHT HANDED" RESTAURANT. IN DECEMBER 2012 BURGER KING'S SIGNATURE BURGER WAS PUT ON THE MENU AT TIMES SQUARE'S MARANE TESSAURI RESTAURANT, MAKING IT THE FIRST FOOD ITEM EVER IMMORTALIZED IN WALL.

IMMORTALIZED IN WALL. IN DECEMBER 2012 BURGER KING'S SIGNATURE SANDWICH WAS PUT ON THE MENU AT TIMES SQUARE'S MARANE TESSAURI RESTAURANT, MAKING IT THE FIRST FOOD ITEM EVER IMMORTALIZED IN WALL.



LONG LIVE THE KING!

