



THE *BURGER KING*[®] BRAND SHOWCASES MANSIONS FROM FORMER EXECUTIVES OF ITS MAIN COMPETITOR TO PROMOTE FLAME-GRILLING.

MIAMI – April 26th, 2018 – When it comes to burgers, what’s your answer: flame-grilled or fried? According to research commissioned by the *Burger King*[®] brand (Ipsos, 2014), 74.3% of people surveyed prefer flame grilled burgers versus 4.9% people who prefer theirs fried (20.8% of people are indifferent). That’s why *Burger King*[®] restaurants have been flame-grilling burgers since 1954.

To prove this point, the *Burger King*[®] brand decided to promote a series of print ads that showcase some unexpected flame-grill owners. It’s no secret that many Americans love to flame-grill in their backyard. But it is indeed a bit unexpected that some employees from the *Burger King*[®] brand key competitor seem to also like to flame-grill when they are not at work.

Yes, you read it right. The *Burger King*[®] brand stumbled upon public images from actual properties that were owned by former executives from one of their key competitors. And guess what these folks had sitting there in their backyards? In this tongue in cheek print and out of home campaign, the real pictures from the real properties of high ranking executives from the *Burger King*[®] brand main competitor prove that flame-grilling is indeed hard to resist.

About *BURGER KING*[®]

Founded in 1954, the *BURGER KING*[®] brand is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER[®], the *BURGER KING*[®] system operates more than 15,000 locations in approximately 100 countries and U.S. territories. Almost 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. The *BURGER KING*[®] brand is owned by Restaurant Brands International Inc. (TSX,NYSE:QSR), one of the world’s largest quick service restaurant companies with more than \$27 billion in system-wide sales and over 23,000 restaurants in more than 100 countries and U.S. territories. To learn more about the *BURGER KING*[®] brand, please visit the *BURGER KING*[®] brand website at www.bk.com or follow us on Facebook and Twitter.

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