



News Release

BURGER KING[®] INTRODUCES NEW SATISFRIES[™], GREAT TASTING CRINKLE-CUT, REDUCED FAT¹, REDUCED CALORIE² FRENCH FRIES

Enjoy SATISFRIES[™] with 40% Less Fat¹ and 30% Fewer Calories² Than the Leading French Fries

MIAMI – September 24, 2013 – Burger King Worldwide, Inc. (NYSE: [BKW](#)) is proud to introduce new SATISFRIES[™], great tasting crinkle-cut French fries with 40% less fat¹ and 30% fewer calories² than the leading French fries. BURGER KING[®] is the first quick service restaurant to serve this unique reduced fat, reduced calorie French fry that has only 190 calories, 8 grams of fat and 210 milligrams of sodium for a value size serving.

“One out of every two BURGER KING[®] guests orders our classic French fries and we know our guests are hungry for options that are better for them, but don’t want to compromise on taste,” said **Alex Macedo**, President North America, Burger King Worldwide, Inc. “When it comes to what we eat, we know that small changes can have a big impact. We see SATISFRIES[™] as one of the biggest fast food launches and are excited to bring this great tasting French fry to our guests.”

Just like most French fry recipes, SATISFRIES[™] are made with thinly battered real whole potatoes. The difference is that the SATISFRIES[™] recipe ensures that the French fries absorb less oil – only enough to keep each great tasting crinkle crispy on the outside and fluffy on the inside.

To create anticipation around the launch, BURGER KING CORP. kicked off a #WTFF (What The French Fry) teaser campaign on Friday, September 20th. Unbranded oversized French fry pods with 8 foot crinkle-cut French fries were installed in high traffic areas in New York City, Los Angeles and Chicago. Passersby were encouraged to interact with the French fries and take pictures to post on social media using the hashtag #WTFF. Each activation also acted as a free “Wi-Fry” station. To view images, visit <http://wtff2013.tumblr.com>.

SATISFRIES[™] will be available at BURGER KING[®] restaurants across the United States beginning September 24th alongside BURGER KING[®] classic French fries.

SATISFRIES[™] can be found in value (SRP \$1.29), small (SRP \$1.89), medium (SRP \$2.09) and large (SRP \$2.29) sizes.

¹40% less fat than McDonald's[®] French Fries – 11.2 g vs. 6.3 g per 70 g serving.

²30% fewer calories than McDonald's[®] French Fries – 226.8 calories vs. 150.5 calories per 70 g serving.

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 89 countries and territories worldwide. Approximately 99 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 or follow us on [Facebook](#) and [Twitter](#).