



Press Release

April 2022

Ready to Try Burger King®'s Brand New Flavor 'King Beef Burger' With its Astonishingly Large Size and the Burger King® Taste?

Burger King®, the must-have destination for flavors, continues to make its fans happy by expanding the range of its gourmet tastes. The new King Beef Burger, where a huge fire-grilled meat meets soft and fluffy artisan buns, awaits flavor lovers in Burger King® restaurants.

Burger King® takes its regulars on a different tasting experiment with the all-new gourmet-flavored King Beef Burger offered to guests at its restaurants. This fulfilling King Beef Burger comes with 175 grams of meat grilled in a giant flame, soft and fluffy artisan buns, garlic mayonnaise, sliced tomatoes, lettuce and two slices of cheddar cheese. With its delicious and fulfilling contents, the **King Beef Burger** will become the flavor fans' favorite, a must have gourmet item.

And Now it is Even More Advantageous to Enjoy These Fascinating Flavors via Tikla Gelsin!

Flavor fans can get the brand new and wonderful King Beef Burger at all Burger King restaurants and through Ara Gelsin ordering service, www.tiklagelsin.com, the Tikla Gelsin® Mobile App, and Yemeksepeti.

What's more, burger lovers who subscribe to Tikla Gelsin® win Tikla Para on their orders. 1 Tikla Para = 1 Turkish Lira on Tikla Gelsin® which gives you the opportunity to reach Burger King® flavors with a click.

Link to commercial : <https://www.youtube.com/watch?v=x7MPanZnim4>

Masthead:



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For more information on Burger King®, please go to:

Website: www.burgerking.com.tr

Facebook: www.facebook.com/Burger.King.Turkiye

Twitter: twitter.com/#!/BurgerKingTR to follow what's new.

About TAB Gıda:

TAB Gıda Sanayi ve Ticaret A.Ş., a subsidiary of ATA Group, is the exclusive license holder of the Burger King®, Sbarro®, Popeyes® and Arby's® brands and the operator and development partner of Burger King®, Sbarro®, Popeyes® and Arby's® restaurants in Turkey. Burger King® started its operations under TAB Gıda



in Turkey in 1995, Sbarro® opened in 2006 and Popeyes® was launched in 2007. TAB Gıda added Arby's® to its global brand portfolio in 2010, before launching its own brand Usta Dönerci® in 2013, and Usta Pideci®, also its own brand, in 2019. Presently, there are more than 650 Burger King® restaurants, more than 90 Sbarro®, more than 200 Popeyes®, more than 80 Arby's®, more than 140 Usta Dönerci® and over 30 Usta Pideci® restaurants in Turkey. As an owner of quick service restaurant chains, TAB Gıda Sanayi ve Tic. A.Ş. is the industry leader in Turkey, having earned several awards to this day.