



**Press Release**

**April 2022**

Burger King®'s Whopper® Dürüm (Wrap) commercial released on all platforms

## **Burger King® Introduces Special Flavor for Ramadan: Whopper® Dürüm!**

**Whopper®, the iconic flavor of Burger King®, king of grill fire, is offered with a Dürüm alternative prepared especially for Ramadan.**

Burger King® continues to introduce ever more special and innovative tastes to flavor fans during the month of Ramadan as well. This year, Burger King® added Whopper Dürüm to the flavors it specially offers during Ramadan. With this "dürüm update", Burger King® brings the experience of a different and fulfilling flavor to its regulars.

### **A different touch to Burger King® Legend Whopper®!**

Whopper® Dürüm which gets its flavor from 100% grill fire, consists of a classic Whopper meat wrapped in soft thin bread, together with cucumber pickles, ketchup, mayonnaise, shredded leaf lettuce, tomato and onions. The delicious looking Whopper® Dürüm awaits guests at all Burger King® restaurants. Burger King®, king of grill fire, will continue to create new experiences for flavor fans with its best loved flavors and campaigns.

### **Link to Commercial:**

<https://www.youtube.com/watch?v=QLZ8D-FjDWg>

### **Masthead:**

Sinan Ünal - TFI TAB Food Investments CMO

Caner Alpaslan - Marketing Director

Emel Onganer - Marketing Manager

Aslı Tanrıverdi - Corporate Communications Manager

Aslı Kaynaroğlu Erçin - Performance Marketing Manager

Nazlıcan Ersoy - Marketing Specialist

Funda Eratarlar - Senior Marketing Specialist



Erinç Dođucan Tözün - Senior Marketing Specialist

Yađmur Ersoy - Marketing Specialist Assistant

Mine Alara Halil - Digital Marketing Assistant Manager

Begümhan Kurdođlu - Performance Marketing Assistant Specialist

Başak Vardar - Digital Marketing Specialist

Selda Alver Gavalcı – Corporate Communications Specialist

Tuđba Kaymaz Kılıç – Corporate Communications Specialist

Dilara Ekři - Corporate Communications Specialist

**About TAB Gıda:**

*TAB Gıda Sanayi ve Ticaret A.Ş., a subsidiary of ATA Group, is the exclusive license holder of 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 brands portfolio in 2010, before establishing 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.*