



Press Release

May 2022

Crown World Hamburger Day with Burger King®!

Burger King®, the king of grill fire, again turns this year's World Hamburger Day into a festival of flavors with ever more advantageous and delicious menus, led by its iconic taste Whopper®.

Whopper®, the iconic hamburger of Burger King®, a franchise of Turkey's leading quick service restaurant chain TAB Gıda and the address of must have flavors, continues to win everyone's appreciation with its taste which has been developed since 1957. Whopper® came to the present day as a unique flavor created from beef, large sized fulfilling buns with sesame seeds, cucumber pickles, ketchup, mayonnaise, shredded leaf lettuce, tomato and onion, after being launched for sale in America for the first time.

Burger King® continues to expand its family of flavors with brand new and dazzling products and takes its place among the favorites of flavor fans with its Plant-Based Whopper® and King Beef Burger.

Plant-Based Whopper® which brings a breath of fresh air to the iconic **Whopper®** family flavor and gets its taste from the fire of 100 percent flame grill, provides a feast of flavors with its large sized buns with sesame seeds, cucumber pickles, ketchup, mayonnaise, shredded leaf lettuce, tomato and onion. **King Beef Burger®**, which stands out among Burger King®'s gourmet tastes and is prepared through a special recipe, is also among the favorite flavors with its 175 grams of flame grilled meat, soft and fluffy artisan bread.

The king of grill fire serves flavor fans at more than 650 restaurants throughout Turkey and awaits those who seek must have tastes to crown the World Hamburger Day at Burger King® restaurants. It will also continue to make your ordering experience even better through Tıkla Gelsin® mobile app or www.tiklagelsin.com which offer services in three separate categories of "Sana Gelsin", "Restoranda Hızlı Servis" and "Qr Üretme" to their users and make the first ordering experiences even more proficient with special offers.



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 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 and later went on to establish its own brands Usta Dönerci® in 2013 and Usta Pideci® 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.

