



Press Release

May 2022

Flavor Fans Crown World Hamburger Day with King Beef Menu and Truffle Mayonnaise King Beef Menu.

Celebrate the World Hamburger Day

Like a King!

Burger King®, the king of grill fire, offers a feast of flavors with a special campaign for the World Hamburger Day.

Burger King®, the king of grill fire, brings gourmet flavors to its fans on World Hamburger Day. King Beef Burger which has a stunning taste, will quench the guests with flavors through its Truffle Mayo alternative on the upcoming World Hamburger Day.

King Beef Burger which is prepared by Burger King®'s special recipe, is served with 175 grams of meat grilled in giant flames, soft and fluffy artisan bread, garlic mayonnaise, tomato, leaf lettuce and two slices of cheddar cheese.

TheKing Beef Burger menu whose flavor is doubled with the Truffle Mayo alternative, is offered at Burger King® restaurants and on Tıkla Gelsin Restaurant's Quick Service option with a 50% discount valid only on May 28, World Hamburger Day, to crown this special day.

Today, Burger King® serves customers at approximately 700 restaurants across Turkey. The brand awaits flavor fans who want to crown World Hamburger Day with must have flavors at Tıkla Gelsin® and Restaurant Quick Service Channel.

Now It is More Advantageous to Enjoy These Fascinating Flavors via Tıkla Gelsin!

Burger lovers subscribed to Tıkla Gelsin® win Tıkla Para on their orders. 1 Tıkla Para = 1 Turkish Lira on Tıkla Gelsin® which gives you the opportunity to reach Burger King® flavors with a click.

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.

