



Burger King® India and Nestlé® KitKat® Serve Up an Indulgent New Treat – Introducing the New BK® Fusion Range

BURGER KING® India, one of India's leading quick service restaurant brands, is thrilled to announce an exciting new collaboration with Nestlé's beloved KitKat® under its BK Fusion range. This indulgent partnership brings together two iconic tastes to deliver a rich, chocolaty experience that's sure to delight chocolate lovers across the country.

The all-new **BK Fusion KitKat® Shake** and **BK Fusion KitKat® Sundae** are now available across Burger King® India outlets.

- **BK Fusion Shake:** Made with KitKat®, a rich, creamy and chocolaty fusion thick shake.
- **BK Fusion Sundae:** Made with KitKat®, a rich, creamy fusion sundae infused with crispy KitKat® chunks layered with thick chocolate sauce.

Perfectly blending Burger King's rich shakes and sundaes with the familiar crisp and chocolaty taste of KitKat®, this new range delivers the perfect fusion of nostalgia and indulgence.

BURGER KING® has consistently focused on innovation to stay ahead of evolving guest preferences and remain a preferred choice among its guests. From introducing India-specific flavours to launching global favourites with a local twist, the brand has built a reputation for creating offerings that are bold, exciting, and relevant.

Kapil Grover, CMO, Burger King India, said: *"With this launch, we're adding an exciting BK Fusion range by introducing a co-branded offering with KitKat® — a brand that's much loved by our Gen Z and millennial guests. It's our way of bringing more variety, indulgence, and fun to the dessert menu. The creamy-chocolaty combo is a flavour we believe will instantly connect with our audience and keep them coming back for more."*

Saurabh Makhija, Director, Nestle Professional India, said: *"KITKAT® is one of the most loved brands in India. The immense consumer love for the brand has made India the second largest market for KITKAT® globally. We consistently strive to create occasions where our consumers can enjoy this signature taste, even out-of-home. We are excited to enter into a collaboration with BURGER KING India, a brand that shares our commitment to innovation and quality, which will further this cause. The all-new BK Fusion KITKAT® Shake and BK Fusion KITKAT® Sundae will give our consumers two new and innovative ways to consume their favorite KITKAT®. Together with BURGER KING, we look forward to bringing joy and delight to consumers across India."*

BURGER KING® India has an exciting lineup planned for the launch, including a fun social media UGC contest and a high-impact influencer campaign. From creative fan moments to buzzworthy content, the brand is set to drive engagement and make this launch a memorable one



The BK Fusion KitKat® range is now available for dine-in, takeaway, and delivery via the BK App and leading delivery platforms.

ABOUT Restaurant Brands Asia Limited (formerly known as Burger King India Ltd) brand in India

Restaurant Brands Asia Limited (formerly known as Burger King India Ltd) embarked on its journey in 2013 and since then, it has become the fastest growing international QSR chain in India during the first five years of its operations based on the number of restaurants. As the national master franchisee of the BURGER KING® brand in India, it has exclusive rights to develop, establish, operate, and franchise Burger King branded restaurants in India. The master franchisee arrangement provides RBA with the ability to use Burger King's globally recognised brand name to grow business in India, while leveraging the technical, marketing and operational expertise associated with the global Burger King brand. RBA, through its subsidiaries in Indonesia, runs the national master franchisee of the brand BURGER KING® and brand Popeye's® in Indonesia. It has exclusive rights to develop, establish, operate and franchise Burger King and Popeye's in Indonesia.

For more information, please visit www.burgerking.in

ABOUT THE BURGER KING® brand worldwide

Founded in 1954, the BURGER KING® brand is the second largest fast food burger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 15,000 locations in approximately 100 countries and U.S. territories. Almost 100 percent of BURGER KING® restaurants are owned and operated by independent franchises, and many of them are family-owned operations that have been in business for decades. The BURGER KING® brand is owned by Restaurant Brands International Inc. (TSX,NYSE:QSR), one of the world's largest quick service restaurant companies with more than \$23 billion in system sales and over 19,000 restaurants. To learn more about the BURGER KING® brand, please visit the BURGER KING® brand website at www.bk.com or follow us on Facebook and Twitter.