



Burger King and Coca-Cola Announce Strategic Partnership to Unlock Youth Occasions with 'Feast on Wheels'

Launch of first-of-its-kind mobile food experience at Lovely Professional University, designed to engage with the shared GenZ audience of both brands.

New Delhi, April 22, 2026: Coca-Cola India and Burger King India today announced a strategic, long-term partnership aimed at unlocking youth-led food pairings with Coca-Cola occasions across the country. Anchored in Coca-Cola's global food pairing strategy and Burger King's strategy of engaging with the youth through culturally relevant experiences, the collaboration is designed to make iconic meal combinations more accessible, relevant, and culturally embedded within India's Gen Z ecosystem.

The two brands are introducing **'Feast on Wheels,'** a first-of-its-kind, mobile food truck format that brings curated Burger King meals paired with Coca-Cola directly into college campuses. The platform is built to meet young consumers where they are, combining affordability, accessibility, and experience in a format designed for scale.

The event took place on **15 April 2026 at Lovely Professional University (LPU)**, as part of the university's inter-college festival, tapping into a cultural moment, driving both immediate trials and long-term brand affinity among young audiences. At LPU, the **'Feast on Wheels'** experience will feature a fully branded Coca-Cola x Burger King food truck serving Whopper meal combos paired with Coca-Cola at student-friendly pricing. The on-ground experience will be designed as a **youth-first cultural hub**, featuring live music, DJs, interactive gaming zones including tic-tac-toe and ping pong, large-scale brand installations, and content creation zones to drive organic amplification through student communities.

Abhishek Gupta, Vice President, Customer Development, Coca-Cola India and Southwest Asia said, *"A large part of youth consumption today is spontaneous, social and shaped by availability. By partnering with Burger King, we're taking a proven meal pairing into environments where these moments are already happening. 'Feast on Wheels' is a focused step towards building high-frequency consumption by making the experience easier to access and harder to ignore."*

Mr. Kapil Grover, Chief Marketing Officer, Burger King® India, said: *"At Burger King, we believe in showing up where our consumers are and for Gen Z, college campuses are where culture, energy, and trends truly come alive. At LPU, our partnership with Coca-Cola brings this to life through an immersive experience built around our flagship, the Whopper. By celebrating the unique flavour, vibe, and personality of the LPU community, we've turned their voice into a Whopper of their own. This initiative goes beyond just food, enabling us to build deeper, more meaningful connections with our guests in a way that is relevant, engaging, and truly reflective of their world."*

By integrating Coca-Cola's food pairing strategy with Burger King's youth engagement strategy, this platform aims to create **high-frequency, high-recall consumption occasions**, positioning the partnership as a long-term growth driver across India's youth landscape.



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.

About Coca-Cola

Coca-Cola in India is one of the country's leading beverage companies, offering a range of high-quality and refreshing beverage options to consumers. The company, in line with its vision of 'Beverages For Life' offers a wide portfolio of products which includes hydration, sports, sparkling, coffee, tea, nutrition, juice and dairy based products. In India its beverage range includes Coca-Cola, Coca-Cola Zero Sugar, Diet Coke, Thums Up, Thums Up XForce, Charged, Fanta, Limca, Sprite, Sprite Zero, Kinley Soda, Rimzim, Maaza, Minute Maid range of juices and Honest Tea. The Company also offers hydration beverages including Limca GlucoCharge, Smartwater, Kinley, Kinley Copper, Dasani and Bonaqua packaged drinking water. Premium products constitute Schweppes' range and Smartwater. In addition, it offers a Costa Coffee range of tea and coffee. The Company is constantly transforming its portfolio, from reducing sugar in its drinks to bringing innovative new products to market.

The Company along with its owned bottling operations and franchise bottling partners has a strong network of over six million retail outlets through which it refreshes millions of consumers across the country. It seeks to positively impact people's lives, communities, and the planet through water and packaging initiatives, sustainable agriculture and emission reductions across its value chain.

Globally together with its bottling partners, The Coca-Cola Company employs more than 700,000 people, helping to bring economic opportunity to local communities worldwide. Learn more at www.cocacolacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.