



Burger King Takes Its Signature Dunking Experience to the Next Level with the Launch of the New Peri-Peri Fest

Link to the video: <https://youtu.be/JciPLlIxKeM?si=GKjeBGes Xh PTF4>

With the range of Peri-Peri burgers and sides starting at just ₹99, the menu is available across all Burger King restaurants for dine-in, takeaway, and delivery. Guests can also enjoy Exclusive Peri-Peri combos and upgrades with a complete Peri-Peri flavour-packed experience.

Mumbai, July 2026: After the resounding feedback on their Korean Kimchi Fest, Burger King India is turning up the heat with the launch of its **Limited-Time Peri-Peri Fest**, a bold new flavour celebration inspired by the authentic global flavours. Available across Burger King restaurants nationwide from **July 7**, the new range introduces an exciting line-up of burgers, sides and value meals that bring together bold and much loved Peri-Peri flavours and Burger King's signature Dunking experience.

The Limited-Time Peri-Peri Fest features an exciting range of 9 products, from the all-new Peri-Peri Whoppers and Burgers to crave-worthy Peri-Peri sides. The Peri-Peri Fest includes: Peri-Peri Veg Whopper, Peri-Peri Chicken Whopper, Peri-Peri Paneer Burger, Peri-Peri Cheese Burger, Peri-Peri Chicken Burger, Peri-Peri Chicken Wings, Peri-Peri Boneless Chicken, Peri-Peri Chicken Nuggets and Peri-Peri Fries, an all-time favourite is also a part of the range.

As part of the launch, Burger King has unveiled a vibrant campaign inspired by the African, Portuguese inspirations of Peri-Peri and a Gen Z vibe. The campaign is brought to life through an original musical film that blends bold colours, music and cultural influences to celebrate the iconic flavours of Peri-Peri in a fun, energetic and distinctly Burger King way.

Commenting on the launch, Kapil Grover, Chief Marketing & Digital Officer, Burger King India, said:

"Peri-Peri has emerged as one of India's most loved flavour profiles, fuelled by consumers' growing appetite for bold and exciting flavours. With Peri-Peri Fest, we're taking that love a step further by bringing consumers an experience that's rooted in the true origins of Peri-Peri. Our signature Dunked Peri-Peri platform delivers richer, bolder flavour in every bite, offering a distinctive Burger King experience that's both craveable and memorable."

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Speaking about the campaign's creative vision, **Anupama Ramaswamy, Managing Director & Chief Creative Officer, Havas Creative India**, said: "The product itself has a natural sense of theatre as it's dunked for full flavour. We wanted the campaign to mirror that same exuberance. Instead of simply talking about flavour, we turned it into a musical celebration with an original soundtrack that's catchy, energetic and impossible to forget. Every beat, visual and movement was crafted to make audiences feel the joy of going all in."

To amplify the launch, Burger King will roll out a nationwide **360° campaign** across digital, OOH, social media, influencer partnerships, in-restaurant branding and local activations. Adding to the excitement, consumers purchasing select Peri-Peri x Sprite Meal Combos through Burger King App will stand a chance to win a free trip to Korea via a lucky draw.

In addition, customers can unlock exclusive dine-in deals through the Burger King App as part of its Crazy App Deals, making the experience even more rewarding while enjoying the Peri Peri Fest across our restaurants.

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.

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