

NEWS RELEASE

Trick or... Heat? Burger King Welcomes "Spooky Season" With Two Ghost-Inspired Menu Additions

10/2/2023

Available at participating locations starting Oct. 12, Burger King® adds all-new Ghost Pepper Chicken Fries and brings back the fan-favorite Ghost Pepper Whopper®

MIAMI--(BUSINESS WIRE)-- Taste if you dare! "Spooky Season" is officially here, and **Burger King** – the home of the flame-grilled Whopper® sandwich – is celebrating with the launch of two ghostly menu additions just in time for Halloween. Starting Oct. 12, Guests can enjoy the all-new Ghost Pepper Chicken Fries and the fan-favorite Ghost Pepper Whopper – and they're scary good.

Burger King welcomes "Spooky Season" with the return of the Ghost Pepper Whopper and all new Ghost Pepper Chicken Fries – available starting October 12 while supplies last. (Photo: Business Wire)

For the first time, the signature heat of the ghost pepper comes to the brand's iconic Chicken Fries, which have seen various

innovations over the years – including Spicy Chicken Fries, Buffalo Chicken Fries, Jalapeño Chicken Fries and more. Ghost Pepper Chicken Fries will be available in 4, 8 and 12-pieces with a choice of dipping sauce.

In addition, the Ghost Pepper Whopper also returns to menus in time for Halloween. First introduced in 2022, the ghost pepper inspired take on the brand's flagship Whopper® features a flame-grilled 100% beef patty stacked with melty spicy queso, crispy jalapeños, bacon and ghost pepper cheese, all on a toasted orange bun topped with black sesame seeds while supplies last.

"Earlier this year, we asked Guests if we should bring back the Ghost Pepper Whopper or introduce Ghost Pepper Chicken Fries. The results were split, so we're adding both products to our menus nationwide* this Halloween

season, giving Guests multiple ways to enjoy the perfect combination of flavor and heat," said Pat O'Toole, Chief Marketing Officer, Burger King North America. "We're excited for fans to have a new way to enjoy our signature Chicken Fries and bring back the Ghost Pepper Whopper with an eye-catching orange bun achieved with the use of paprika, showing that spook-tacular innovations don't mean you have to sacrifice quality or flavor."

Burger King is also making it easy for Guests to conquer that pesky araskavedekatriaphobia (fear of Friday the 13th) with the Digital Exclusive Trick or Heat Meal Bundles. Available beginning Friday, Oct. 13 through Halloween Day in the BK App and on bk.com, Royal Perks members can enjoy a Ghost Pepper Whopper, 4-piece Ghost Pepper Chicken Fry, small French fries, small fountain beverage and Hershey Sundae Pie for just \$13. Can't handle the heat? Fear not – the deal will also be available with an original Whopper and Chicken Fries.

Finally, the tricks and treats don't end there! In addition to sinking their fangs teeth into the newest ghostly offerings, Guests can show love for the ghost pepper goodies with a limited-edition Burger King crown with purchase featuring the sweetly spooky ghost pepper character that can be found on the special packaging of each product.

To find your nearest Burger King restaurant and sample these newly launched spookily innovative menu items, please visit www.bk.com.

*Ltd time at part US restaurants.

ABOUT BURGER KING®

Founded in 1954, the Burger King® brand is a global quick service hamburger chain known for food quality and value and as the only place guests can get the iconic flame-grilled Whopper® sandwich. The Burger King system operates more than 18,700 locations in more than 100 countries and U.S. territories. Almost 100 percent of Burger King restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the Burger King brand, please visit the official brand website at www.bk.com or the newsroom at news.bk.com, and follow us on **Facebook**, **Twitter**, **Instagram** and **TikTok**.

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Source: Burger King