



27th JUNE 2008

## **Burger King settles the food fight between parents and kids**

- New 'Warrior mums' advertising campaign supports quality Kids' menu-

Parents and kids will call a lunchtime truce this summer, thanks to the latest addition to the Burger King kids menu- the BK® Angus Mini Burger, which are now available in restaurants nationwide.

The BK® Angus Mini Burgers and the rest of the Kids' meal will be supported by a targeted print and voucher campaign aimed at mums, which will run from July – December.

The advertising creative, which has been devised by Crispin Porter & Bogusky is a tongue in cheek twist on the infamous lunch time battle between kids and parents and features a 'Samurai' and 'Knight' mum both dressed in armour made from kitchen utensils.

The campaign will kick off this July with full page and half page vertical strips in women's weekly press titles including Now, Pick Me Up and Ok! magazines. This will be supported with a series of full-page adverts in high-end women's glossies including Eve and Red and two page loose inserts in What's On TV, scheduled to appear this September, coinciding with the start of the new school year.

David Kisilevsky, Vice President of Marketing for EMEA at Burger King says:  
"The BK® Angus mini burger is a quality but fun menu item, which will reassure parents and excite kids at the same time. We believe that by offering this premium product as part of our quality Kids' menu, we will satisfy both audiences



and help to bring an end to the notorious lunchtime battle between parents and kids.”

The BK® Angus Mini Burger marks the first time that 100% flame-grilled certified Aberdeen Angus beef has been included on a quick serve restaurants children’s menu and follows the recent introduction of The Angus which was launched for adults in 2006. As well as offering kids and parents quality food which they can trust, The BK® Angus Mini Burger comes in a unique format- two mini burgers which are joined at the bun and can be torn and shared between kids and their friends.

In addition to the BK® Angus Mini- Burger, the new Kids’ menu also offers a range of chicken options with the Kids Breaded Chicken Fillet Strips and the Kids Char-Grilled Chicken Fillet Strips.

-ends-

For more information please contact the BURGER KING press office at Cow PR on 020 7 684 6969 or [burgerking@cowpr.com](mailto:burgerking@cowpr.com)

**Notes to editors:**

**About Aberdeen Angus Cattle Society**

Aberdeen Angus beef has a reputation of being the best you can buy. Farmers producing prime Aberdeen Angus sired cattle have a growing market for their cattle - provided they meet stringent quality standards. The Aberdeen-Angus Cattle Society administers its own Certified Aberdeen-Angus Beef Scheme, which licenses the use of the Society's Certified Trade Mark under the DTI Regulations.



**About BURGER KING®:**

The BURGER KING® system operates more than 11,300 restaurants in all 50 states and in 69 countries and U.S. territories worldwide. Approximately 90 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 Burger King Corp. please visit the company's web site at [www.burgerking.co.uk](http://www.burgerking.co.uk)