



# News Release

---

## **BURGER KING® GIVES USERS A TASTY BYTE**

### **BK® joins the digital revolution with beefy new website**

LONDON - Developed by Pancentric under the watchful eye of Development Director Martin Boswell and Burger King Communications Manager Odette Sullivan, the new-look burgerking.co.uk encourages burger lovers to head online and discover what makes Burger King the home of the best quality burger on the high street.

The new site brings to life Burger King's core value of 'Have it Your Way®', including improved nutrition and allergen data for users to make informed choices about the products they're ordering. It's also beefed up with added extras including a Google maps store locator, copies of the latest TV ads, an introduction to their new menu items and downloadable discount vouchers.

Developed over the past three months, the new site offers a radical departure to the now-familiar look and feel of Burger King's country sites, and fully exercises the core Burger King brand values of self-expression, control, and the luxury of having what you want, the way you want it.

Odette Sullivan, Communications Manager for Burger King says: "We know that online media is one of the best routes to reaching our target audience and have responded to this by developing out digital strategy over the last year. The new website is an

extension of this and is designed to educate and inform customers about the quality of our menu items and the ingredients we use.”

Martin Boswell, Development Director at Pancentric says; “The new site is very much in keeping with Burger King’s irreverent style. To communicate the core message that a Burger King burger isn’t just any burger, we’ve used a mixture of quirky elements offset with simple navigation and visuals to create a site that we hope will appeal to burger lovers everywhere.”

Over the coming months, the site is due to undergo further enhancements, including more specific local restaurant information, improved virtual press office and dedicated recruitment pages designed to attract potential recruits to a full menu of employment options, all underpinned by a robust content management system.

--ENDS--

For more information, please contact the Burger King Press Office at Cow PR:  
T: 02072349150 or E: [burgerking@cowpr.com](mailto:burgerking@cowpr.com)

## **ABOUT BURGER KING CORPORATION**

The BURGER KING® system operates more than 11,400 restaurants in all 50 states and in 70 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.bk.com](http://www.bk.com).