



Burger King launches barbecue ban insurance

- Gives hamburgers for free if barbecue ban next summer.
- Surplus donated to the The Volunteer Fire Brigade.

After the extreme summer of 2018 in Sweden, with record temperatures, no rain and wild fires ravaging the country, there was a barbecue ban all over the country. Burger King, who flame grills its burgers, is now launching "Grillsurance". It guarantees Swedish people grilled hamburgers - even with a barbecue ban. The insurance entitles you to a flame grilled hamburger for every day there is a ban during the summer of 2019. The profit is donated to the Swedish Volunteer Fire Brigade, and Burger King doubles the contribution that comes from its customers.

- Like most Swedes, Burger King loves to barbecue, and we don't shut down regardless of the weather. So, if there is a ban next summer, you can come to us and get your grilled burger for free. And regardless of the barbecue status next summer, we hope that many want to contribute to Sweden's volunteer fire brigade who do an important job, says Iwo Zakowski, CEO of Burger King in Sweden.

The barbecue ban in the summer of 2018, was applied in 18 of 21 counties and lasted for an average of 9.8 days. It became a hard blow to many Swedish barbecue enthusiasts - it meant people were not even allowed to grill in their own backyard, Swedes had to prepare classic grill dishes on the stove and in frying pans instead.

With "Grillsurance", there is a voluntary supplement of €0,50 on the Whopper Meal. It will therefore be possible to avoid another summer without barbecue. Buy the Whopper Meal and you get a code that you register online - this code entitles the holder a flame grilled Whopper during each day there is a barbecue ban where he or she lives between June - August 2019.

The profit from Burger King's Grillsurance goes to the Swedish Volunteer Firefighters. Burger King also contributes by doubling the amount received.

- Of course, we are happy and proud that people pay attention to our work, and every single crown that comes in is beneficial both in the operational rescue work and in our preventive activities, for example, to keep education in heart- and lung rescue, says Göran Nilsson, the chairman of the Swedish Federation of Voluntary Firefighters.

"Grillsurance" is introduced to Burger Kings all 135 restaurants in Sweden today, Friday 31 August, and will be available until September 11th.

"Grillsurance" is launching today, Friday the 31st of August at all the 135 Burger King restaurants around Sweden and will be available until the 11th of September.

How Grillsurance Works:

1. Buy a Grillsurance Whopper Meal, save the card you get with the menu.
2. Use the code on the card to register at www.grillsurance.se
3. Get a free Whopper if there is a barbecue ban next summer.

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Press material:

www.grillsurance.se/press

FACTS Sweden's volunteer fire brigades:

The Federation of Sweden's Volunteer Fire Brigades is a non political organisation for voluntary fire fighting and a municipal rescue services in Sweden. The federation works actively for a safer society focused on fire protection, but also for individual citizens to increase their own safety and security at home and in society.

About BURGER KING®

Burger King is one of the largest restaurant chains in the world, with more than 16,000 restaurants in 86 countries, of which 135 restaurants are in Sweden. 90 percent of Burger Kings restaurants around the world are owned and driven by independent franchisees. Many are family-owned that have been around for decades. Follow us on Facebook and www.burgerking.se