

The Burger King Brand Enters Curacao

2008-03-06

Burger King Corp. (NYSE:BKC) announced today that it has awarded development rights in Curacao to the franchisee group JDA Foods B.V.

The first BURGER KING(R) restaurant is expected to open during the first half of 2008 in the capital city of Willemstad. This restaurant, a freestanding building located in the heart of the commercial district of Salinja, will include a state-of-the-art drive thru and a playground for kids. JDA Foods B.V. plans to open additional restaurants during the next five years.

'We believe that Curacao is an attractive market with excellent growth potential for the BURGER KING(R) brand,' stated Armando Jacomino, president, Latin America & Caribbean, Burger King Corp. 'We are excited about this Caribbean entry as we strive to touch every island in this sub-region. We are also eager to work with JDA Foods B.V., a business known for its strong quick service restaurant experience and commitment to excellent customer service.'

John-Henry Every, operating partner for JDA Foods B.V., said, "We know Curacao consumers well and we are confident that they will truly enjoy the taste of the hot and fresh, flame-broiled WHOPPER(R) sandwich made-to-order and other BURGER KING(R) menu offerings. We are excited to have the opportunity to launch the BURGER KING(R) brand in Curacao and allow consumers to HAVE IT YOUR WAY(R).'

The BURGER KING(R) brand currently enjoys a strong consumer following throughout Latin America and the Caribbean with a presence in 25 countries across the region and 14 years of positive comparable sales growth. During the first half of fiscal 2008, the Latin America and Caribbean region added a net 54 restaurants for a total of 955 restaurants.

In the Caribbean, BURGER KING(R) restaurants are located in Aruba, Bahamas, the Dominican Republic, Grand Cayman, Jamaica, Puerto Rico, St. Lucia, St. Maarten and Trinidad & Tobago.

This article comes from Hotel News Resource

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