



Press Release

February 2022

## Burger King Warms the Hearts With Nestlé Hot Chocolate on Valentine's Day

**Burger King®, the address for must-have flavors,  
offers sweet surprises for its fans this year through a collaboration with Nestlé  
Professional.**

Operating as part of Turkey's leading quick-service restaurant chain TAB Gıda, Burger King® will both warm couples' hearts and leave a heavenly taste in their mouths with Nestlé hot chocolate on Valentine's Day this year.

Couples who buy hot chocolate from Burger King® restaurants between the **9th and 23rd of February** will get a second complimentary one. Couples are in for a sip of love with Burger King®'s Valentine's Day special campaign.

### **About TAB Gıda:**

*TAB Gıda Sanayi ve Ticaret A.Ş., a subsidiary of ATA Group, is the exclusive license holder, operator, and development partner of Burger King®, Sbarro®, Popeyes® and Arby's® restaurants in Turkey. Burger King® started its operations under TAB Gıda in Turkey in 1995, Sbarro® opened in 2006, and Popeyes® was launched in 2007. TAB Gıda added Arby's® to its global brand portfolio in 2010, before establishing its own brand Usta Dönerci® in 2013, and Usta Pideci®, also its own brand, in 2019. Presently, there are more than 650 Burger King® restaurants, more than 90 Sbarro® restaurants, more than 200 Popeyes® restaurants, more than 80 Arby's® restaurants, more than 140 Usta Dönerci® restaurants, and over 30 Usta Pideci® restaurants in Turkey. As an owner of quick-service restaurant chains, TAB Gıda Sanayi ve Tic. A.Ş. is the leader of its industry in Turkey as also evidenced by many awards it received so far.*

### **About Nestlé Professional**

*Nestlé Professional is the out-of-home consumption business unit of Nestlé, the leading food, health, and good life company, present in the world for more than 150 years in the world and since 114 years in Turkey. Out-of-home consumption industry is one of the most rapidly growing markets of Turkey and the world*



*including restaurants, hotels, cafes, offices, and cinema halls where people consume goods. Nestlé Professional has been offering creative, profitable, and "better" solutions to its customers in all of its product categories for 25 years with a passion for becoming a total solution partner and enlarging the market. Nestlé Professional is a leading company in the out-of-home consumption industry with its NESCAFÉ, MAGGI, DOCELLO, NESTLÉ, and CHOKELLA brands in the food and beverage categories.*