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## Burger king guy

It seems burger king and mcdonald's have well and truly put their meat behind – in fact, things are getting a little sassy. A new ad for Burger King depicts the mascots of both the restaurants, the King and Ronald McDonald, locking their lips – turning their passionate rivalry into a different kind of passion entirely. The poster, designed for Burger King Finland, was made to coincide with Helsinki Pride Week (which usually takes place in June, but was postponed to September 7-13 thanks to the coronavirus pandemic). Like many of the best print ads, the ad (below) subverts our expectations boldly and entertainingly – and will undoubtedly win some double takes. We never thought we'd see the day (Image credit: Burger King Finland)Titled Love Conquers All, the announcement by Finnish agency TBWA/Helsinki cleverly turns the shape of the heads of both mascots into a heart. Burger King has always advocated for equality, love and everyone's right to be exactly the way they are, Said Kaisa Kasila, brand manager at Burger King Finland, in a press release. We think, what better way to convey our values than to portray a comprehensive kiss between Burger King and McDonald? Looks like McDonald's wasn't in the act. In fact, instead of being a two-way affair, most of the so-called burger wars consisted of Burger King digging into his famous rival, like this year's moldy whopper ad. But Burger King is clearly not afraid to include its arch-enemy in a message of love. We hope that 'the other guys' understand that it's really a celebration of love rather than a competitive statement, Kasila adds. The poster in situ (Image credit: Burger King Finland)While we are fans of the new Burger King ad, and its light view on an important subject, there is always something fun about brands mocking each other. From Evian's biting response to Coors Light's familiar rebranding for those 5 times the brands had a dig at competitors (and won), there's been a good share of shots fired over the years. And seeing that Burger King/McDonald's is one of the most famous rivalries around, we have a feeling that the king/clown union won't last. Read more: Ask any fast food company, from Taco Bell to McDonald's, and they'll tell you: COVID-19 accelerated everything. While these restaurants knew that drive-throughs and delivery services were growing, and that digital applications were essential to their future business, closed dining rooms catapulted us into this fast food future overnight. Nowhere is this more evident than in a series of new stores that Burger King plans to start building next year —where the car is like royalty. [Image: courtesy Burger King] The first is a small footprint store without a dining room – an idea pioneered by Starbucks around 2012 – that reduces Burger King's footprint by 60 percent. Instead of dinner, dinner, you to climb, drive or park under the shade of a sunroof and have your food brought to you - like an old fashioned carhop or a Sonic. [Image: courtesy Burger King] The second is a two-story T-shaped restaurant. The bottom has an order counter and many car lanes. The main story features the kitchen and a dining room. Why this second story? It allows the store to have a smaller footprint than the one-storey Burger Kings today. The steel framing and concrete lift the dining room into the air, which creates more space for cars to hit the drive-through. And today, at least 65% of a fast food restaurant's revenue is made in the drive-through. [Image: courtesy Burger King] We had already seen a fairly consistent trend in a larger mix of drive-through [business], even before 2020. That's increased further this year, but I suspect this will persist to some extent in the future, says Josh Kobza, COO of Burger King's parent company, Restaurant Brands International. We've also seen growth in delivery, but I think [because of COVID-19], we've probably moved a few years forward in terms of the delivery adoption curve. This permanently changes the [design] of restaurants. In other words, the chain's restaurants are investing in the drive-through of higher margin and higher demand rather than dining rooms. (And Burger King is anything but alone in that sense —as we've detailed in a recent feature, this trend is happening across the industry.) Other features, such as the curb pickup, only complement the drive-through as they lure some cars out of the drive-through line. The longer a line of cars stays, the less likely a customer is to pull over. In addition, Burger King will present other ways to get your food, such as a series of cabinets protected with an constantly changing code. You can place your order in the app, park, pick up your food, and leave—all without ever going face-to-face with a cashier. [Image: courtesy Burger King] What we're trying to accomplish here is to provide options, says Rapha Abreu, vice president and global head of design at Restaurant Brands International. What we tried to explore was... different modes of service that can adapt to the needs of each person. In that sense, the two projects here are not necessarily the only two Burger King layouts you'll see in the future. Instead, your ideas will be exchanged and outputs modularly. It is possible that a two-story Burger King exists without a dining room, for example, or that the smallest footprint store would not have a drive-up in dense urban markets. For starters, Burger King will open pilot stores in Miami, Latin America and the Caribbean to further test your ideas and confirm construction costs before sizing, the when your local Burger King is going to have a makeover. The chain currently has stores across the country. It builds a few hundred a year and adapts a few hundred a year (almost all Burger Kings are franchised, with individual owners paying the bill for cyclical upgrades). So while this new design is right around the corner, it may take several years before the Burger King on your corner really looks different. abcl234/ShutterstockCurly, wedge, wrinkle cut, shoes or waffle: No matter how you like your fries, chances are, if you're reading this, you're a fan of one of America's most popular restaurant orders. Every year, the average American eats 30 kilos of these delicious salted potato sticks. Whether you like to make your own crispy version from scratch or pick them up at the drive-thru, you, like most of us, are probably no stranger to the classic French fried American. (That's why McDonald's fries are so addictive.) And don't worry about overeating, this restaurant is worse for you than McDonald's. So who mastered art? Five Guys Burgers and Fries, a fast-food chain located primarily on the East Coast. Chefs are incredibly picky about their potatoes, only selecting potatoes that grow in Idaho north of Parallel 42. They are even more selective about how french fries are prepared, requiring cooks to shake them exactly 15 times before serving. This meticulous process leads to a tasty result—but with a dark secret. That's right: it's America's most unhealthy frying recipe.A small portion of french fries contains an impressive 526 calories, but most people don't order a small one (especially since upsizing will only cost a couple of dollars more). Instead, a large frying order contains an impressive 1,314 calories. That's more than half the average amount recommended for a fairly active adult man throughout the day. To put into perspective, this is as many calories as a five guys patty burger, bread and milkshake combined. The calorie count is also substantially higher than most other fast food chips. McDonald's, often touted as one of the most fatten restaurants in the country, packs only 510 calories in its large order of french fries —less than half of the Five Guys'. That said, a big Five Guys is much bigger, weighing 568 grams versus McDonald's 178. (This is the scary side that affects doctors found to their addiction to french fries.) Even if you don't mind carrying those extra calories, there are many other numbers that make the Big Five Guys fry a little scary. They have 68 grams of fat, the equivalent of more than six Krispy Kreme doughnuts, and 1,327 milligrams of sodium, making the fries saltier than six packets of restaurant salt. To sugar, the french fries are not so bad, with only 6 grams. But that doesn't make them healthy. Regardless, we think the five guys fries are absolutely amazing — perfectly crunchy on the outside, but cute on the inside. It's worth it Price? I'm sure you do. Is it worth the 1,314 calories? Hmm... Let's let you weigh in on that. phaocharoen/ShutterstockBy natthi more than ten years, actually. While McDonald's and Burger King have been around since the 1950s, Mickey D's didn't introduce the Big Mac until 1968. Whopper, in turn, debuted in 1957 when co-founder Jim McLamore noticed that a rival burger was succeeding with an extra-large burger. He chose the name Whopper to automatically evoke thoughts of something big. Stockphoto/Video/ShutterstockAh, how times have changed; when Whopper first debuted in the 1950s, he would only give you 37 cents back, according to Politico. Today, you'll get one for an average of \$4.19. In celebration of the burger's 55th anniversary in 2012, the price dropped to 55 cents for a brief period. Well, more or less, it was a buy-a-get-one agreement. Anatoly Tipyashin/ShutterstockThis seems to be the main issue that American burger aficionados are more inclined to discuss simply because these are the two most popular burgers in their respective franchises. But actually, it's not a comparison between apples and apples. The Whopper, with its 25 kg patty, is actually much more like a McDonald's Big N' Tasty, a 1997 addition. Burger King had introduced a big mac equivalent with two patties called The Great King, also in 1997. Despite the not-so-veiled attempts of each brand to recreate the competitor's signature sandwich, the main rivalry between Whopper and mac continues to this day. Check out more facts you never knew about McDonald's Big Mac. stockfoto/ShutterstockIn 2009, Burger King launched a limited edition burger called Angry Whopper. In addition to all the used components of Whopper, this burger also had spicy crispy onion, pepper jack cheese, jalapeños, and an angry spicy sauce. Some consumers thought it wasn't spicy enough to deserve the angry descriptor, but that didn't stop BK from releasing a sequel: the Angriest Burger, with a red and hot bread infused with sauce, was introduced in 2016. nioloxs/ShutterstockIn 1963, Luis Arenas-Pérez was opening a Burger King restaurant in the municipality of Puerto Rico, Carolina. Pérez discovered that loading molds for the Whopper breads from the United States had not arrived in time for the grand opening. So he decided to improvise, using the full-size buns and calling the creation Whopper Jr.. The name and product got stuck, and Pérez's quick thinking and lasting impact on the company earned him a place in the Burger King Hall of Fame. Don't miss out on how these 8 famous fast-food restaurants have their names. Savapant Photo/ShutterstockThe Burger King franchise had a minor problem when it tried to expand to Antonio, Texas. A completely separate, unaffiliated chain called Whopper Burger had all rights to the Whopper name in that area. And this copyright snag really kept the king out of San Antonio for several years - most of the time. My San Antonio reports that there was temporarily an open BK in San Antonio, but could not throw the bomb at any of its advertisements. He had to call his famous burger Deluxe, and it didn't last long. The dispute was resolved in 1983, when the widow of Whopper Burger's owner sold the franchise to Pillsbury, who also owneded Burger King at the time, according to the Daily Meal. Get to know the top spots from your favorite fast-food spots. Catmiser/ShutterstockIf you're saying, Wait, wasn't it green? you're remembering Burger King's bizarre introduction to a green Nightmare King burger for Halloween 2018. But this wasn't the chain's first strangely colorful Halloween special, nor was it really a Whopper. The first strangely colorful burger Burger King introduced, at least to its American customers, came in 2015 with the announcement of the A1 Halloween Whopper —a special edition that used The A1 Steak Sauce to scare the bread. Grzegorz Czapski/ShutterstockIn a marketing scheme that rivals the strangeness of multicolored burger buns, Burger King once promised Facebook users free burgers at the cost of some friends. This promotion announced a new Facebook app named Whopper Sacrifice. The app would provide you with a coupon for a free Whopper for every ten Facebook friends you've deleted. However, Burger King withdrew the program after Facebook demanded an adjustment to the most controversial aspect —a notification sent to non-friendly users, telling them that their online friendship had been exchanged for a burger. (Or, more precisely, a tenth of a hamburger!) Before the end of the campaign, however, the New York Times estimates that about 234,000 people had been hostile. Here are 10 more of the biggest scandals that have rocked the fast food industry. Kathy Hutchins/ShutterstockStars, they're just like us! But a 20-something Ellen DeGeneres wasn't a star when she took the stage for her first comedy performance at a fundraiser with friends. Her friends were asking her to take the stage, and then she nervously obliged, bringing a Whopper, shake, and fries that she had just bought on stage with her. Per HuffPost DeGeneres told Oprah's Master Class that her first performance wasn't much of a routine. People liked me to eat on stage and not talk, he recalled. Someone sitting in the audience invited her to perform at a nearby college campus. After that, she continued to make increasing, finally making a name for herself as a comedian. TFoxFoto/ShutterstockIf you are a Cheesehead Cheesehead near Green Bay, Wisconsin, you are one of the lucky few who may have had a chance to experience the latest variation on Whopper. Last fall, six different Wisconsin locations sold an extra-tacky Green Bay Whopper with a "whopping" eight slices of American cheese. Green Bay Whopper was available until December 2. Nati Hamik/AP/REX/ShutterstockAs of April 2019, Burger King announced that it would introduce a... Whopper without meat. No, we're not kidding —the meatless Whopper will be made with a vegetarian patty provided by start-up Impossible Foods. The Impossible Whopper, as it will be called, will be released for the first time to 59 Burger Kings in the St. Louis area, according to the New York Times. If consumers like these meatless burgers, we can expect to see the Impossible Whopper expand to every Burger King in the country. Then check out these amazing items from the secret menu at your favorite restaurants. Originally published: May 20, 2019

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