

## BEST BRAND EXTENSION

### Burger King and Broad Street Licensing

The Burger King potato snacks line has emerged as a winner for the restaurant chain, not only as the best brand extension but also as a fast-growing international food product.

First announced in July 2007, the two initial flavors, ketchup and fries and flame broiled, caught on quickly in vending, its introductory distribution channel. Distinctive blue and red packaging helped the Burger King product stand out and drive sales.



According to Carole Francesca, president of Broad Street Licensing, the agency that brokered the deal between the restaurant chain and The Inventure Group (which produces the product), Burger King has supported the entire process.

"Not every food licensor follows through the way Burger King has," Francesca says. "The company has been involved in flavor development and is working on several new flavors."

In fact, Burger King selected ketchup and fries as the first flavor to go into production, delaying the initial proposal for an onion ring flavor, Francesca says. The onion ring product, a small puffed snack with a zesty onion flavor, was launched in September as the first in what will be many line extensions.

Distribution also has been expanded to grocery and other channels, and the product continues to build momentum. The Burger King snacks line is projected to hit \$50 million in sales in 2012.

Following expansion in the Americas and Asia, Burger King is planning to expand its potato chip brand to Europe and the Middle East by 2010, according to Francesca.