



Published on *CKE Restaurants Investor Center* (<http://investor.ckr.com>) on 12/30/15 12:15 pm EST

Let's Talk Turkey: Carl's Jr. Unveils Industry's First All-Natural Turkey Burger Line

Release Date:

Wednesday, December 30, 2015 12:15 pm EST

Terms:

Dateline City:

CARPINTERIA, Calif.

Antibiotic-free turkey burgers are available in three delicious flavor builds, all 500 calories or less

CARPINTERIA, Calif.--(BUSINESS WIRE)--Carl's Jr.®, best known for its sit-down restaurant quality food and inventive menu creations, continues to pioneer the fast food space with the introduction of the industry's first All-Natural Turkey Burger line. Available now at participating restaurants, All-Natural Turkey Burgers feature an all-natural, quarter-pound patty made from turkey raised with no antibiotics ever and served in three delicious varieties, all 500 calories or less: Original, Jalapeño and Teriyaki.

Though the brand is known as a quick service restaurant ("QSR") pioneer in the indulgent, better-than-traditional, fast food space, Carl's Jr. has also long been a pioneer at introducing better-for-you menu options. Before today's launch of All-Natural Turkey Burgers, Carl's Jr. and its sister chain Hardee's were the first fast food brands to nationally launch Charbroiled Turkey Burgers in 2011. Both chains were also the first QSR to introduce all-natural beef patties in December 2014 and July 2015, respectively.

"When Carl's Jr. and sister chain Hardee's became the first fast food restaurants to nationally introduce Charbroiled Turkey Burgers back in 2011, they clearly filled a need for healthier – but still delicious – menu options in the industry," said Brad Haley, chief marketing officer for Carl's Jr. "However, as we confirmed with our introduction of the industry-first All-Natural Burgers last year, people aren't just looking for fewer calories today, they're also looking for cleaner food. So, in response to that, Carl's Jr. is proud to now offer All-Natural Charbroiled Turkey Burgers – made from turkey that has never, ever received antibiotics. So, whether you prefer charbroiled, all-natural beef or turkey burgers, Carl's Jr. is this only major fast food chain in the country that has you covered."

All three All-Natural Turkey Burger options are served on a toasted wheat bun but may also be ordered as a lettuce wrap for those looking to shave even more calories:

- **Original All-Natural Turkey Burger (490 calories):** Features an all-natural, charbroiled turkey patty, special sauce, mayonnaise, lettuce, red onion, tomato and dill pickle chips on a toasted honey wheat bun.
- **Jalapeño All-Natural Turkey Burger (500 calories):** Features an all-natural, charbroiled turkey patty, spicy Santa Fe sauce, sliced jalapeño, pepper-jack cheese, red onion, tomato and lettuce on a toasted honey wheat bun.
- **Teriyaki All-Natural Turkey Burger (480 calories):** Features an all-natural, charbroiled turkey patty, teriyaki sauce, grilled pineapple, Swiss cheese, red onion, tomato and lettuce on a toasted honey wheat bun.

All-Natural Turkey Burgers are available starting at \$4.49 and can be ordered as a combo meal with fries and a drink starting at \$6.99. Prices may vary.

Follow Carl's Jr. on Facebook (www.facebook.com/carlsjr), Twitter (@CarlsJr) and Instagram (@CarlsJr) for the latest product news and promotional offers. Download the Super Star® Rewards app from the [iTunes Store](#) and [Google Play](#) and check in to redeem Carl's Jr. products on the spot, save points for a high-value reward, check out the full menu and use the store locator to find any Carl's Jr. in the U.S.

About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. After opening its first restaurants in New York and New Jersey this spring and recent international openings in Canada, Colombia and Guatemala, CKE now has a total of 3,648 franchised or company-operated restaurants in 44 states and 36 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits, Hand-Breaded Chicken Tenders™ and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 92 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit www.ckr.com or its brand sites at www.carlsjr.com and www.hardees.com.

Language:

English

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