

WHATABURGER®

Press Kit

Q3 2017

Our Story

Way back on Aug. 8, 1950, an adventurous and determined entrepreneur named Harmon Dobson opened up the world's first Whataburger on Ayers Street in Corpus Christi, Texas. He had a simple goal: to serve a burger so big it took two hands to hold and so good that with one bite customers would say, "What a burger!" He succeeded on both counts and turned that one little burger stand into a legend loved throughout Texas and the South.

After Mr. Dobson's tragic death in an airplane accident in 1967, offers to purchase the company poured in to his wife, Grace Dobson. She was determined to honor her husband, who expressed in his will "a desire that the business which I have created shall be preserved and continued if at all possible and feasible." Mrs. Dobson rose to the challenge, becoming chair of a newly formed board of directors, and was directly involved in the operations of the growing chain until Tom, Harmon and Grace's son, took the helm in 1993.

Today, each and every Whataburger is made to order, right when it's ordered, never frozen. And they're still made with 100-percent pure beef and served on a big toasted five-inch bun with all "the extras" to suit your taste. Grilled jalapeños, extra bacon, three slices of cheese, no tomatoes, extra pickles? No problem, your Whataburger will be made just like you like it, 24 hours a day, seven days a week.

Whataburger's following has grown exponentially in its 67-year history, thanks to a number of features, including its famous burgers and growing list of menu items; its iconic orange-and-white-striped A-Frame restaurants established in the early 1960s; its Fancy Ketchup that even has its own Facebook fan page; and its on-screen presence in everything from "King of the Hill" to "Friday Night Lights."

Whataburger remains family-owned and operated. Employees at Whataburger are even referred to as Family Members, and it is the privilege and promise of each and every one to uphold the tradition Harmon began.

So now with more than 810 Whataburger restaurants across 10 states stretching from Arizona to Florida, road-trippers and hometown folks alike continue gathering under the big orange and white roofs for fresh, made-to-order burgers and friendly service.



"The business principles and ethics that helped guide our father when he founded Whataburger in 1950 are the very same that guide us today. Whataburger has grown from one roadside burger stand operated by one man, Harmon Dobson, and a small but loyal team of four, to more than 810 restaurants and more than 40,000 Family Members with the very same spirit of loyalty and service. Today, we're still the hometown burger place that hasn't compromised and we've become much more than a business. We're a family who intensely cares about doing the right thing and serving 'What a burger!' every time."

— Tom, Lynne & Hugh Dobson

At-a-Glance

Core values:	Serve the highest quality products, treat others with respect, invest in the community and be fiscally responsible
Founded:	August 8, 1950 by Harmon Dobson in Corpus Christi
Home office:	San Antonio (moved from Corpus Christi in 2009)
States served:	Arizona, Arkansas, Alabama, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma and Texas
Number of restaurants:	810+ Restaurants
Number of employees:	40,000+ Family Members
Restaurant hours:	Most stores are open 24/7, 364 days a year
Connect:	Whataburger.com Facebook.com/Whataburger Twitter.com/Whataburger Instagram.com/Whataburger Snapchat @WhataburgerLife

Recent Promotions

- Whataburger is upping the breakfast game with the new Spicy Strawberry Chicken and Sausage Biscuits, available as a meal or a la carte from 11 p.m. to 11 a.m. for a limited time. Added to the menu in July, the one-of-a-kind Spicy Strawberry Jam in the biscuit sandwiches combines diced and pureed strawberries with a light hint of jalapeño for a unique and bold flavor. This is sure to get your taste buds going.



- In July, Whataburger served up their new Whatachick'n and Grilled Chicken Sandwiches, along with their own unique WhataSauces to complement the flavors in the new chicken. The new Whatachick'n Sandwich comes with lighter and crispier breading and is topped with the new Savory WhataSauce, a creamy sauce offering a classic Southern flavor. The new Grilled Chicken Sandwich's marinade complements green leaf lettuce and tomato slices, and the addition of the new Zesty WhataSauce, which has a tangy, peppery flavor profile, balances the savory flavors of the chicken.



- Making its much-anticipated return, Whataburger's Sweet & Spicy Bacon Burger was added back to the menu in May as part of Whataburger's famous All-Time Favorites line-up. The burger features two 100-percent beef patties, bacon, grilled onions, Monterey Jack and American cheese and Whataburger's Original Mustard — plus Whataburger's Sweet & Spicy Pepper Sauce — all served on a five-inch toasted bun. Not completely sweet and not completely spicy, the burger's ideal balance of flavors makes for the perfect blend of deliciousness.



By the Numbers

Company Information

Number of restaurants:	810+ Restaurants
Number of cities:	350+ Communities
Number of employees companywide:	40,000+ Family Members
Number of employees with the company more than five years:	2,360+ Family Members
Number of employees with the company more than 20 years:	100+ Family Members
Number of years in business:	67
Number of states where Whataburger serves:	10
Amount of sales on Whataburger's first day in 1950:	\$50 (\$141.80 by day four)
Ranking among national hamburger quick-serve restaurants:	7th (based on sales)*
Number of Facebook fans:	2 million+ and growing
Number of Twitter followers:	1 million+ and growing
Number of Instagram followers:	230,000+ and growing
Number of ways to create a Whataburger:	36,864 different combinations
Cost of the first Whataburger:	\$0.25

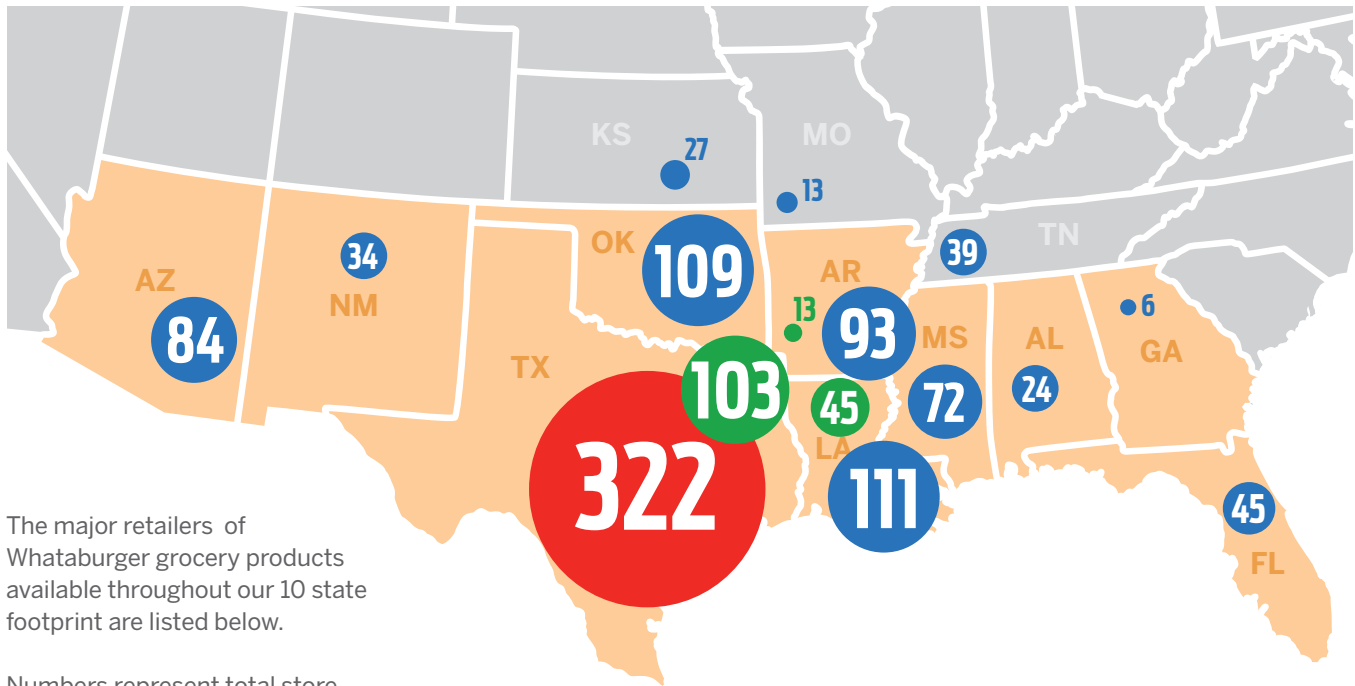
Each year we serve:

17 million pounds of ketchup
350,000 gallons of mustard
5 million pounds of onions
7 million heads of lettuce
11 million pounds of cheese
580 million pickle slices
1 million table tents

* The QSR 50, 2016

Grocery Product Distribution

Number of Grocery Retailers



The major retailers of Whataburger grocery products available throughout our 10 state footprint are listed below.

Numbers represent total store locations in each state carrying Whataburger products as of July 2017.



Current Products at H-E-B

- Salsa Verde
- Picante Sauce
- Fancy Ketchup (16- and 40-ounce)
- Spicy Ketchup (16- and 40-ounce)
- Original Mustard
- Signature Sauces
- Bold BBQ Sauce
- Honey BBQ Sauce
- Honey Butter
- Original Mayo
- Pancake Mix
- Premium Pork Sausage



Current Products at Walmart

- Fancy Ketchup (16- and 40-ounce)
- Spicy Ketchup (16- and 40-ounce)
- Original Mustard
- Honey Mustard
- Jalapeño Ranch
- Honey BBQ Sauce
- Kettle-Cooked Potato Chips



Current Products at Brookshire's

- Fancy Ketchup
- Spicy Ketchup
- Original Mustard
- Signature Sauces
- Honey BBQ Sauce
- Honey Butter
- Original Mayo

Rankings and Accolades

2017

- Whataburger named the most popular burger chain in the country according to 1010data's first-quarter purchases findings
- Nation's Restaurant News included Whataburger in their Top 100 report
- Whataburger ranked No. 34 in Technomic's Top 500 Chain Restaurant Report
- Largest average unit volume increase according to First Tennessee Franchise Finance's Top 100 Chains
- Restaurant Business included Whataburger in "The 10 Most Craveable Chain Burgers"
- Whataburger included on Thrillist's ranking of best fast food fries
- No. 8 top quick-service brand for customer loyalty according to a YouGov BrandIndex study
- Whataburger's Apple & Cranberry Chicken Salad included on list of "Best Gluten Free Fast Food Options" by Lafayette radio station 97.3 The Dawg, KMDL-FM

2016

- Business Insider included Whataburger in its list of "The 25 Best Fast Food Chains in America"
- No. 3 on Eater's ranking of "The Best Fast Food-Themed Sneakers"
- Whataburger voted "The Best Fast Food Restaurant in America" by Fox Sports' favorite burger chain bracket
- Thrillist included Whataburger condiments in its list of "The Ultimate Dallas Care Package: Everything You Miss After You Leave"
- Thrillist included Whataburger in its "17 Regional Fast-Food Chains We Wish Were Everywhere"
- Whataburger's Honey Butter Chicken Biscuit was included in Huffington Post's list of "The Only Thing You Should Actually Order From Your Favorite Fast Food Chain"
- The New York Post featured Whataburger in its list of "The best fast food restaurants in America"
- Whataburger placed in three categories in San Antonio Current's annual community poll for its Best of San Antonio issue, including: First Place, Best Fries in San Antonio; Second Place, Best Burger in San Antonio; and Second Place, Best Late Night Eats in San Antonio
- Whataburger voted "Favorite Fast Food" and "Favorite Hamburger" in The Monitor's Readers' Choice Awards (Rio Grande Valley)
- No. 4 most recommended QSR according to a YouGov BrandIndex study

2015

- Whataburger voted "Best Burger in America" in Fast Company's favorite burger chain competition
- No. 6 on The Daily Meal's ranking of "America's Top 10 Fast Food Burgers"
- Gold winner for San Antonio Business Group's 2015 Healthy Workplace Recognition
- No. 4 on Business Insider's list of the "Top 10 Fast Food Burgers in America"
- Whataburger included in USA Today's "Fast Food Worth a Stop: America's Best Regional Chains"
- No. 2 on Thrillist's ranking of "The 10 best fast-food breakfasts, ranked"
- Washington Examiner mentioned Whataburger as the most significant chain restaurant to originate from Texas
- Ranker included Whataburger as the top burger in Texas, Oklahoma and Louisiana
- Eater included Whataburger in "Five Massively Popular Burger Chains You Can't Get in Los Angeles," "Three Burger Chains that Should Come to Denver," "Four Burger Chains that Need to Come to Miami" and "11 Burger Chain Restaurants that Should Come to Chicago"
- San Antonio Current ranked Whataburger in the Best of San Antonio "French Fries" category
- Whataburger included in Nation's Restaurant News' Consumer Picks segment rankings

2014

- No. 1 on Nation's Restaurant News' Social 200 list for highest social engagement
- No. 7 in The QSR 50 Burger Segment, and No. 23 overall on The QSR 50
- Consumer Reports ranked Whataburger No. 5 in the Top Fast Food Restaurant category

Our History

1950s

- 1950 On Aug. 8, Harmon Dobson opens Whataburger #1 in Corpus Christi, Texas.
- 1953 Joe Andrews Sr. becomes the first franchisee and opens Whataburger #5 in Alice, Texas.
- 1955 On March 11, Harmon and Grace Dobson marry.
- 1959 Harmon Dobson opens Whataburger #21 in Pensacola, Florida – the first Whataburger outside of Texas.



1960s

- 1961 The first A-Frame opens in Odessa, Texas – Unit #24.
- 1962 The Whataburger menu grows with the addition of fried pies and french fries.
- 1963 Whataburger expands to 26 stores across Texas, Florida, Tennessee and Arizona.
- 1965 Whataburger estimates it sells 15,000 burgers per day in the Coastal Bend area.
- 1967 On April 11, a plane crash claims the life of Harmon Dobson; his wife Grace refuses to sell Whataburger, choosing instead to run the business herself and becomes chairman of the board in 1969.

1970s

- 1970 Whataburger builds a new 6,800-square-foot headquarters building.
- 1971 Whataburger installs its first drive-thru.
- 1972 Whataburger opens its 100th restaurant.
- 1973 Whataburger Jr. is added to the menu. Also, following a design contest, Whataburger chooses Corpus Christi artist Will Clay's "Flying W" as its logo.
- 1974 The "Modern A-Frame" restaurant architecture is introduced, with bigger dining rooms and easier drive-thru service.

1980s

- 1980 The 300th location opens. Whataburger raises its advertising profile by hitting TV with spokespeople like country singer Mel Tillis.
- 1982 The first restaurants begin operating 24/7, Whataburger begins serving breakfast in all locations, Joe Andrews Sr. introduces the slogan, "We build a bigger, better burger," and onion rings are added to the menu.
- 1983 Whataburger introduces the Nickel Mug promotion, and Breakfast On A Bun, Whatachick'n and Taquitos are added to the menu.
- 1987 The 400th Whataburger opens.

1990s

- 1990 Whataburger expands to 475 restaurants.
- 1993 Tom Dobson becomes CEO and president.
- 1994 Whataburger records its first \$1 million day.
- 1995 The 500th restaurant opens, making Whataburger the country's eighth-largest hamburger chain.
- 1996 Whataburger hosts its first WhataGames competition.
- 1998 System-wide sales reach \$500 million.
- 1999 On May 6, #313, Whataburger by the Bay, opens as the flagship store in Corpus Christi; out front, a bronze statue of Harmon Dobson welcomes diners.

2000s

- 2000 On Aug. 8, Whataburger celebrates its 50th anniversary.
- 2001 The 77th Texas Legislature recognizes Whataburger as a Texas treasure.
- 2004 Whataburger Field, home of the Corpus Christi Hooks Class AA baseball team, opens.
- 2005 Grace Dobson passes away, leaving her children in charge of a growing company with more than 600 restaurants.
- 2007 Preston Atkinson is named president.
- 2008 Whataburger reaches \$1 billion in system-wide sales.



2010s

- 2010 In August, Whataburger celebrates its 60th anniversary and names Karl and Carol Hoepfner "Whataburger's Biggest Fans" after they won an online contest with more than 3,500 entries.
- 2011 Whataburger introduces four All-Time Favorite sandwiches to its menu.
- 2012 Whataburger unveils a new look for its menu, categorized by Burgers, Chicken and Breakfast, and introduces the Under 550 Calories menu.
- 2013 After just launching in April 2011, Whataburger's Facebook page reaches 1 million fans. Also, Whataburger bottles Fancy Ketchup, Spicy Ketchup and Original Mustard and makes them available at all H-E-B stores and online at Whataburger.com.
- 2014 Whataburger's Monterey Melt burger returns to the menu as an All-Time Favorite, joining a select group of the most famous menu items.
- 2015 Company opens first restaurant in Northwest Arkansas.
- 2016 Whataburger launches Snapchat channel @WhataburgerLife.
- 2017 In July, Whataburger launched its online newsroom, [What's Cookin'](http://What'sCookin').

What Makes Whataburger What A Burger?

WE WILL ALWAYS SERVE:

Our original recipe, in its original size.

Quality and quantity.

Fresh cut vegetables, not corners.

Your order, made to order, in that order.

100% beef, 100% of the time.



In Our Community

Whataburger serves up the best burgers and friendly smiles 24/7, 364 days a year. The more than 40,000 Family Members who make up Whataburger are also proud to serve the communities where they operate through charitable giving and volunteerism to a number of 501(c)(3) nonprofit organizations focused on:

- Children's charities, with an emphasis on education, disabilities and abuse prevention
- Cancer research
- Hunger assistance
- Disaster relief
- Military support

Whataburger has made significant financial and in-kind contributions in each of these areas. In 2016, Whataburger proudly supported more than 450 organizations across 10 states from Arizona to Florida.

The following are recent examples of Whataburger's local community support:

Children's Charities Support

Children's charities continue to be a focus of Whataburger's charitable giving, and child abuse prevention is an important part of that pillar. Whataburger supports organizations that work to prevent child abuse and help victims of child abuse through special events like its annual Winter Wonderland, where nearly 200 children are hosted at company headquarters, along with volunteerism and contributions. Organizations Whataburger supports include: ChildSafe, Child Advocates, St. PJ's Children's Home, Texas Baptist Home for Children, Santa Rosa Kid's House, Respite Care, Albuquerque Christian Children's Home – and many more.

Cancer Research

Whataburger is a proud supporter of the incredible organizations helping improve the lives of patients and families through cancer research. A few of the initiatives Whataburger takes part in to help in the fight against the disease includes: the American Cancer Society's Relay for Life, Susan G. Komen's Race for the Cure and American Lung Association's Love Lung Walk.

Military Support

At Whataburger, we understand the importance of serving those who have served our country. We extend support to military based organizations by providing meals to veterans at Veteran's Administration Hospitals through Soldiers' Angels, and by sponsoring and providing meals for service men and women attending the annual Texas Cavaliers Military Fiesta and Parade. Additionally, surrounding Veteran's Day, we honor our country's heroes through our participation in the San Antonio Greater Chamber's Celebrate America's Military event.

2016 Community Relations

Donated

\$1.1 million+

Supported

more than 450
charitable organizations



Our Presence Across 10 States

Whataburger serves more than 350 outstanding communities throughout the southern tier of the United States stretching from Arizona to Georgia and Florida. Look for your hometown:

ALABAMA

Alabaster
Birmingham
Brewton
Chelsea
Chickasaw
Clanton
Foley
Fultondale
Mobile
Pelham
Trussville

ARIZONA

Avondale
Casa Grande
Chandler
Glendale
Mesa
Peoria
Phoenix
Scottsdale
Tempe
Tucson

ARKANSAS

Fayetteville
Rogers
Springdale
Texarkana

FLORIDA

Cantonment
Century
Crestview
Defuniak Springs
Destin
Ft. Walton Beach
Gulf Breeze
Jacksonville
Lynn Haven
Mary Ester
Milton
Navarre
Neptune Beach
Niceville
Orange Park
Pace
Panama City
Pensacola
Stark
Tallahassee
Yulee

GEORGIA

Thomasville

LOUISIANA

Baton Rouge
Bossier City
Gonzales
Lafayette
Monroe
Ruston
Shreveport

MISSISSIPPI

D'Iberville
Flowood
Gulfport
Jackson
Ocean Springs
Richland
Ridgeland
Vicksburg

NEW MEXICO

Albuquerque
Las Cruces
Rio Rancho
Roswell

OKLAHOMA

Altus
Ardmore
Bixby
Broken Arrow
Claremore
Durant
Edmond
Glenpool
Lawton
Midwest City
Moore
Mustang
Norman
Oklahoma City
Owasso
Sapulpa
Shawnee
Stillwater
Tulsa
Tulsa Hills

TEXAS

Abilene
Alamo
Alice
Allen
Alvarado
Alvin
Amarillo
Angleton
Aranas Pass
Arlington
Athens
Austin
Azle
Bastrop
Bay City
Baytown
Beaumont
Beeville
Belton
Benbrook
Big Spring
Boerne
Brenham
Bridge City
Brownsville
Brownwood
Bryan
Buda
Bullard
Burkburnett
Burleson
Burnet
Calallen
Canton
Carrollton
Carthage
Cedar Hill
Cedar Park
Center
Channelview
Cleburne
Cleveland
Clute

TEXAS (continued)

Clyde	Groves	Lumberton	Rusk
College Station	Gun Barrel City	Lytle	Sachse
Colony, The	Hallsville	Magnolia	Saginaw
Columbus	Harker Heights	Malakoff	San Angelo
Conroe	Harlingen	Manor	San Antonio
Coppell	Haslet	Mansfield	San Benito
Copperas Cove	Henderson	Marble Falls	San Marcos
Corinth	Hidalgo	Marshall	Schertz
Corpus Christi	Highland Village	McAllen	Schulenberg
Corrigan	Hillsboro	McKinney	Seabrook
Corsicana	Hondo	Mercedes	Seagoville
Crockett	Horizon City	Mesquite	Sealy
Crosby	Houston	Mexia	Seguin
Cross Roads	Humble	Midland	Sherman
Cuero	Huntsville	Midlothian	Silsbee
Cypress	Hurst	Mineral Wells	Sinton
Dallas	Hutchins	Mission	Snyder
Decatur	Hutto	Missouri City	Socorro
Del Rio	Ingleside	Montgomery	South Padre Island
Denison	Ingram	Mt. Pleasant	Spring
Denton	Irving	Murphy	Spring Branch
De Soto	Jacksonville	Nacogdoches	Stafford
Dickinson	Jasper	New Braunfels	Stephenville
Donna	Jersey Village	Odessa	Strawn
Dripping Springs	Joaquin	Orange	Sugar Land
Duncanville	Katy	Palestine	Sulphur Springs
Eagle Pass	Kaufman	Palmhurst	Sweetwater
Edinburg	Keller	Palmview	Taft
Edna	Kemah	Paris	Taylor
El Campo	Kerrville	Pasadena	Temple
El Paso	Kilgore	Pearland	Terrell
Elsa	Killeen	Pflugerville	Texarkana
Ennis	Kingsville	Pharr	Texas City
Eules	Kingwood	Plano	Timpson
Falfurrias	Kyle	Pleasanton	Tomball
Floresville	La Feria	Port Aransas	Tyler
Forney	La Grange	Port Isabel	Universal City
Fort Worth	La Joya	Port Lavaca	Uvalde
Fredericksburg	La Marque	Porter	Victoria
Friendswood	La Porte	Portland	Waco
Frisco	La Vernia	Princeton	Watauga
Gainesville	Lake Jackson	Raymondville	Waxahachie
Galveston	Lakeway	Red Oak	Weatherford
Garland	Lake Worth	Refugio	Webster
Georgetown	Lancaster	Richardson	Weslaco
Giddings	Laredo	Richmond	Westworth Village
Gilmer	League City	Rio Grande City	Wharton
Glenn Heights	Lewisville	River Oaks	White Oak
Goliad	Liberty	Roanoke	Whitesboro
Gonzales	Live Oak	Robstown	Wichita Falls
Graham	Lindale	Rockport	Willis
Granbury	Livingston	Rockwall	Willow Park
Grand Prairie	Lockhart	Roma	Windcrest
Grapevine	Longview	Rosenberg	Winnie
Greenville	Lubbock	Round Rock	Woodlands, The
	Lufkin	Rowlett	

Our Fanbase

Whataburger has many loyal followers, in our restaurants and online:

Whataburger has been part of our family since the beginning of our marriage over 50 years ago, and we have cherished that relationship all these years. The kindness shown to us by Whataburger in hosting our 50th anniversary party has touched us deeply and will be a precious memory for us in the years to come. — David & Linda

Whataburger is the best burger around! I remember running in the Whataburger Classic High School Cross Country Meet held in Corpus Christi, TX (My home town). I won that meet overall my senior year and then won the Whataburger Big Brother/Big Sister Cross Country Athlete of the year. Whataburger does the body good! :-) — Clarence H.

A Whataburger for breakfast great way to start the day. — Alan B., Arizona

Spicy ketchup?! Oh mah gawd that changes everything!!! — Cody P.

Whataburger - mmmmm. para mi la # 1 con queso, papas grandes y 2 jalapenos. pa comer aqui.
— Rolando C., McAllen, Texas

With my daughter - she came home from Korea (in the USAF) and we had to stop at Whataburger after leaving DFW airport. That was her number 1 request — Brad S., Dallas

This Whataburger/HEB partnership is truly fantastic! #excited #fancyketchup #WhataFries — Esther M.

@Whataburger making Whatafries into French fries chips. WINNING #GodBlessAmerica — Jonathan C.

We gave out Whataburger-themed T-shirts as wedding favors and the taquitos were a late night snack after dancing! They were a huge hit. Whataburger is me and my husband's go-to spot for a late night/early morning taquito fix! We stopped at Whataburger on our way to the airport before we took off on our honeymoon for taquitos! We're obsessed!
— Todd & Kelli

Connecting to Our Media Team

Whataburger cultivates strong relationships in each of the more than 350 communities it serves. We strive to do the same with the local media by responding quickly to inquiries and sharing information the media may find useful for crafting interesting and informative stories.

Like our restaurants that are open 24/7, we've set up a 24/7 media hotline at 210-476-6547 that is monitored and responded to within two hours of any inquiry, even overnight when we realize breaking news can occur. We may not be able to provide a quote or all the information a reporter may be asking, but we strive to do our very best to be helpful and accommodating, just like all of our Family Members in each of our restaurants.

In addition to the media hotline, please feel free to contact Whataburger's public relations firm, Hahn Public Communications:

Jenny Gregorcyk

210-476-6547

jgregorcyk@hahnpublic.com

Amanda Blease

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akennedy@hahnpublic.com

All advertising requests should be sent to McGarrah Jessee at 512-225-2335 or whataburger@mc-j.com.