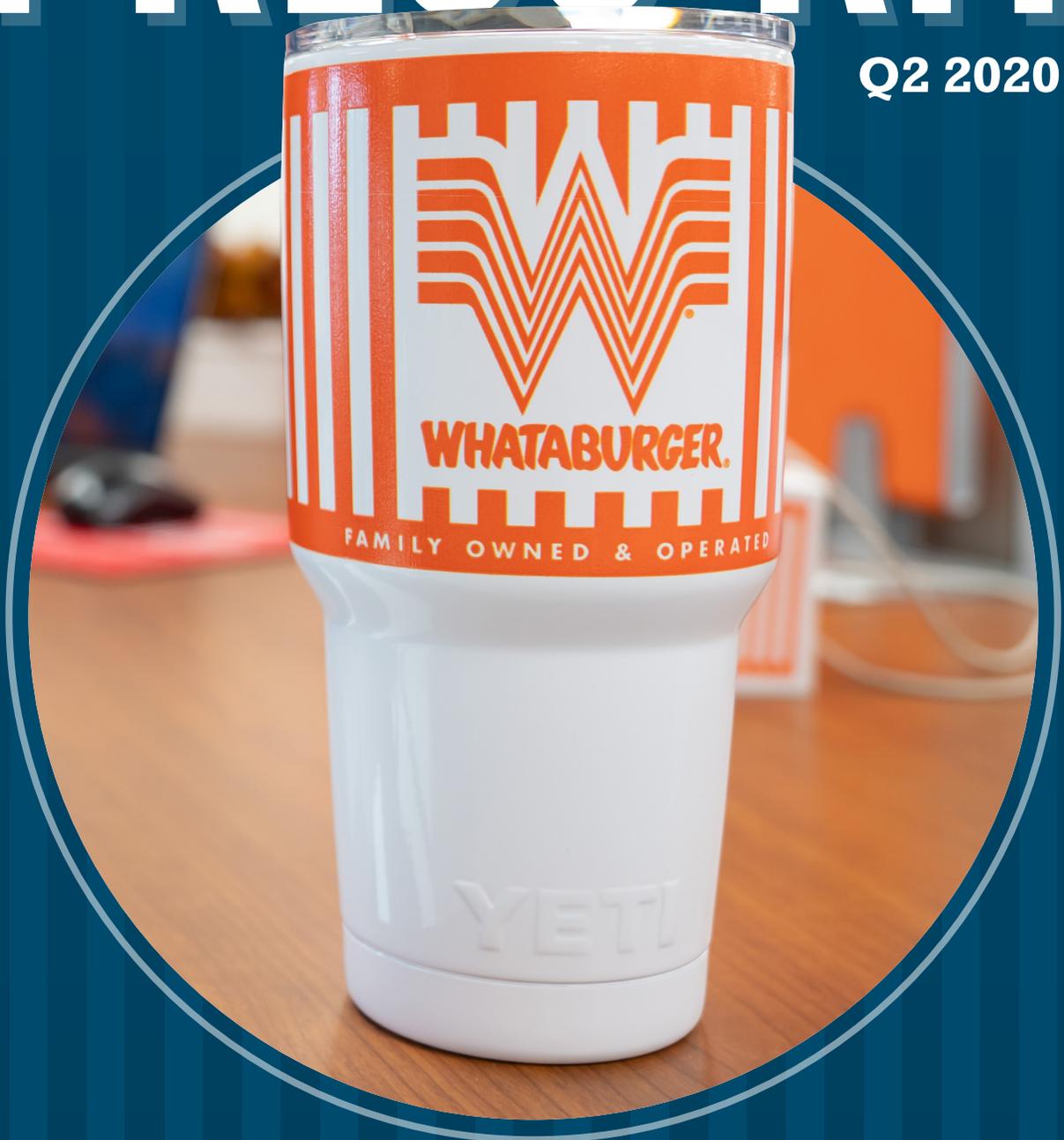


WHATABURGER®

PRESS KIT

Q2 2020



Our Story

A SIMPLE GOAL: TO SERVE A BURGER SO BIG IT TOOK TWO HANDS TO HOLD

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.

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 fan following has grown exponentially in its 70-year history, thanks to 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 is more than a burger chain. It is a place that feels like home to 43,000 employees, called Family Members, and more than 14 million customers. We look forward to this year when we'll celebrate our 70th anniversary in August. It's a brand built on pride, care and love. With more than 830 Whataburger restaurants across 10 states, road-trippers and hometown folks alike continue gathering under the big orange-and-white roofs for fresh, made-to-order burgers and friendly service.



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	835+ Restaurants (705+ Corporate and 128 Franchise)
NUMBER OF EMPLOYEES	43,000+ Family Members <small>*Not including Franchise Family Members</small>
RESTAURANT HOURS	Most stores are open 24/7, 364 days a year
CONNECT	<ul style="list-style-type: none"> Whataburger.com Stories.Whataburger.com Facebook.com/Whataburger Twitter.com/Whataburger Instagram.com/Whataburger Linkedin.com/company/Whataburger Snapchat @WhataburgerLife YouTube Whataburger



By the Numbers

NUMBER OF RESTAURANTS	830+ Restaurants
NUMBER OF CITIES	355+ Communities
NUMBER OF EMPLOYEES COMPANYWIDE	43,000+ Family Members
NUMBER OF YEARS IN BUSINESS	69
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	6th (based on sales)*
NUMBER OF FACEBOOK FANS	2.2 million+ and growing
NUMBER OF TWITTER FOLLOWERS	1.3 million+ and growing
NUMBER OF INSTAGRAM FOLLOWERS	387,000+ and growing
NUMBER OF WAYS TO CREATE A WHATABURGER	10 million+ 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



Caring for our customers, Family Members and communities

COVID-19 UPDATES

As communities work together to help curb the spread of the COVID-19 virus, Whataburger remains dedicated to serving our customers – many of whom are working long hours and caring for their families at home.

Just because we can't be close, doesn't mean we can't be neighborly.

See below for recent announcements around Whataburger's operations and community commitments.

Whataburger curbside service during select hours

Drive-thru available while dining rooms remain closed

Whataburger has kicked off a temporary new curbside service. Instead of walking your order to your table, we'll be walking to your car. This service is available between 8 a.m. and 8 p.m. to guests who order online at [Whataburger.com](https://www.whataburger.com) or on the free Whataburger App.

If you drive an oversized vehicle – such as an 18-wheeler or a firetruck – you can place an order online, park your vehicle nearby your Whataburger and walk up to our curbside employee to pick up your order. This service is available ONLY between the hours of 8 a.m. and 8 p.m. We are offering this only during daylight for the safety of our guests and employees.

Whataburger drive-thru remains open and available to customers while the dining rooms are closed.

Resources available for families and kids to spark learning and family time

Free Whataburger themed coloring pages and how-to projects online

Whataburger values family time, whether it be around the dinner table, in the car or on the

living room couch. Like many of our Whataburger Family Members, some of our customers are at home adapting to new daily routines. Whataburger is there for you!

Free resources such as Whataburger themed coloring pages and how-to projects are available for families, teachers and Whataburger super fans on Whataburger's Digital Newsroom at [stories.Whataburger.com](https://stories.whataburger.com). Download, print and enjoy as a solo artist or with a group.

Like all of you, Whataburger Family Members are monitoring this developing situation and working to do the right thing. Through it all, we are focused on the health and safety of our customers, Family Members and the communities we serve.

At Whataburger, it's especially important to us to keep our Family Members working safely, so they can support themselves and their families.

Thank you for your patience. We know you, your family and friends rely on us – and we take that seriously. We value you as a customer and look forward to serving up extraordinary hospitality and a hot, fresh Whataburger – just the way you like it.

For additional information visit [stories.Whataburger.com](https://stories.whataburger.com).



Recent Promotions

BBQ BACON BURGER

Whataburger is delivering classic backyard BBQ flavor with the brand new, limited-time BBQ Bacon Burger. This spring, don't let bad weather or an empty propane tank get in the way of your craving. The burger features two fresh 100% beef patties, layered with three slices of bacon, a slice of smoked cheddar and Monterey Jack cheese, topped off with smoky tangy BBQ sauce on a 5" bun.



AVOCADO BACON CHICKEN CLUB

Love avocados? Join the club! Whataburger is serving up the new, limited-time Avocado Bacon Chicken Club. The club joins the Avocado Bacon Burger as a sandwich for avocado and bacon aficionados. This crave-worthy sandwich is the perfect pairing of fresh taste and savory flavor, starting with premium grilled chicken or a Whatachick'n filet, topped with fresh leaf lettuce, tomatoes and avocado, combined with three strips of smoky bacon, a slice of Monterey Jack and our famous Whatasauce, all on a 4" glazed wheat bun.



DR PEPPER SHAKE

People love Whataburger and they love Dr Pepper, and this iconic duo is now available across our 10-state footprint. This sweet treat combines classic Dr Pepper flavor with the creaminess of Whataburger's signature shakes.



WHATABURGER'S BOGO OFFER AVAILABLE FOR CUSTOMERS ORDERING ONLINE

On Monday, April 6, 2020, Whataburger is offering a Buy One, Get One FREE Whataburger offer to customers that order online at Whataburger.com or use the free Whataburger App. To redeem, customers should create an online account or use their existing account and follow the instructions to redeem the offer. Online orders using this offer are available for pick up through the Whataburger drive-thru or curbside service options. Offer expires Sunday, April 19, 2020.



4 Steps to Online Ordering!

We love having you as a customer and our goal is to always provide an exceptional experience for our customers every time. Now we have even more ways to serve you with online ordering through [Whataburger.com](https://www.whataburger.com) or our app. Simply download Whataburger's app from the App Store or Google Play to see how easy it is to order your favorite meal, just like you like it.

- 1 Select "Order" from the dashboard.
- 2 Select your restaurant.
- 3 Begin ordering. The customization options are almost endless. You can save your faves.
- 4 Pick up in the drive-thru or using Whataburger's curbside service at select locations.

Customers spending \$20 or more on a single order will receive credit for 2 visits

If you have a gift card, simply choose the green "PAY" icon on the home screen then "TRANSFER WHATABURGER GIFT CARD BALANCE." Enter your gift card number and pin and click "TRANSFER BALANCE" then proceed with the steps above.



Plus, for every five visits, you'll earn a reward from among several Whataburger favorites such as medium 32 oz. drink, medium onion rings, the Honey Butter Chicken Biscuit and more. Recently, Whataburger added the Whataburger Jr, bringing the total number of app rewards to eight.



Upcoming Retail

AVAILABLE AT WWW.WHATASTORE.COM >

Over the years, customers have made Whataburger part of all life's special moments.

Brand new retail items this season include new tees, seasonal swag for Easter, grads, moms and dads as well as a beach collection. Prices vary by product and include free shipping and handling on orders more than \$50.

Below are some examples you'll see soon. Quantities are limited, so be sure to get your hands on all your favorites before they're gone!



New Tees

Wear your Whataburger pride on your sleeve with our brand-new collection of tees. From shirts for our youngest fans, to trendy comfort colors, you're bound to find the right fit for you.



Beach Collection

Beat the heat in style. Whataburger's beach collection includes a beach umbrella, round beach towel, fry pool float, swim trucks and a UV T-shirts for adults and kids.



Graduation Bundle

Cap, gown and Whataburger. Complete the big day with gifts for your all-time favorite graduates. This bundle includes a tee and table tent so your graduate has everything they need for the next chapter.

We can't wait to show you what's in store for 2020. Be sure to check our Whatastore at Whatastore.com for new items.

Rankings and Accolades

2020

- Whataburger was nominated "Best Burger," "Best Sauce" and "Regional Chain of the Year" for "The Fasties," Thrillist's first-ever fast food awards
- Texas Sports Life ran a bracket poll that rated Whataburger as the "Most Iconic Brand in Texas"
- Whataburger was selected as the winner of the Heart of the Workplace 2020 Best Practices Award
- Whataburger named Newsweek's 2020 America's Best Customer Service in "Fast-Food Restaurant Chains"
- Eater's Guide to Dallas mentioned Whataburger as one of "Texas' favorite late-night eats"
- San Antonio Current readers voted Whataburger as the "Best Late-Night Place to Eat" and "Best Burger"
- Food & Wine included Whataburger in its "Best Fast Food in Every State" feature, representing the state of Texas
- Austin Chronicle mentioned Whataburger's Honey Butter Chicken Biscuit as a "tried-and-true Southern staple" in its "Best Chicken Sandwiches in Austin" article

2019

- BuzzFeed listed 24 store-bought dipping sauces that will change your life, highlighting Whataburger's Fancy and Spicy Ketchup
- Yahoo! News featured Whataburger in its "35 Best Restaurants Open Late" listing
- Eat This, Not That! ranked Whataburger No. 10 out of the 50 most popular fast foods in America
- Redbook Magazine shared a list of local burger chains to try, ranking Whataburger at No. 10
- Uproxx listed Whataburger at No. 8 out of the top 10 best fast food fish sandwiches
- GuideLive highlighted Whataburger in its list of "9 brands that Texans love to love"
- USA TODAY readers ranked Whataburger No. 3 out of the top 10 regional fast food restaurants in the 2019 10 Best Readers' Choice Travel Awards
- Sandelman's Awards of Excellence ranked Whataburger No. 7 for overall customer experience out of the top 10 QSR chains
- Whataburger won the Readers' Choice for the best French fries in the Best of Houston 2019 rankings

2018

- No. 7 top quick-service chain in the US for customer loyalty, according to QSR's Top 50 loyalty index
- Using ridership data, Lyft named Whataburger as the top late-night destination in Dallas
- TripAdvisor highlighted the 2018 Travelers' Choice award-winning restaurants, recognizing Whataburger
- RetailMeNot listed Whataburger as one of the best nationwide restaurants for late-night dining
- Nation's Restaurant News ranked Whataburger at No. 7 with \$2.3 billion in sales in its annual Top 200 report
- USA TODAY named Whataburger as one of the national favorites for the griddled cooking style in its Great American Bites ranking
- Eat This, Not That! listed the best regional fast food chains in every state, including Whataburger as the best in Texas
- Whataburger won "Most Loyal Customers" in the quick-service segment for Technomic's 2018 Consumers' Choice Award
- Datafiniti released a study on which fast food chains have the most locations nationally, listing Whataburger at No. 20, making up 0.6 percent of fast food chains
- Houston Chronicle ranked Whataburger at No. 16 for the Greater Houston's Top 100 Employers
- PaperCity Magazine readers voted Whataburger as the best burger in Dallas
- Eater Dallas included Whataburger in its list of "An Eater's Guide to Dallas"
- Business Insider's "Best Places to Work" listed Whataburger as one of the six best QSRs to work for in 2018
- San Antonio Magazine included Whataburger in its list of "Cool Places to Work"
- Platform Magazine highlighted Whataburger's charitable, social and public relations efforts and marketing strategies
- Ranker's study ranked the Original Whataburger as the best fast food burger in Texas, Oklahoma and Louisiana

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 (remodeled in 2019).
- 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.

1980s

- 1974 The "Modern A-Frame" restaurant architecture is introduced, with bigger dining rooms and easier drive-thru service.
- 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.

1990s

- 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.
- 1990 Whataburger expands to 475 restaurants.
- 1993 Tom Dobson becomes CEO and president.

2000s

- 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.

2010s

- 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.
- 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 digital newsroom.
- 2018 Company opens first restaurant in Tuscaloosa, AL.
- 2019 Online ordering made available in most Whataburger restaurants through Whataburger's app and website.
- 2019 Ed Nelson is named president.



Whataburger University

BECAUSE WE WANT TO SEE FAMILY MEMBERS SUCCEED

Whataburger treats our employees like family. Because we want to see them succeed, we offer leadership training and development in San Antonio at Whataburger University (WBU), teaching individuals how to lead and manage teams at locations across our 10-state footprint. Recently, WBU introduced the Restaurant Career Development Path (RCDP) to provide our Operations Family Members a standardized, formalized, end-to-end career and development path from Team Member to Director of Operations and beyond. Since its launch four years ago, WBU has served just over 1,000 Managers and General Managers. Beginning in 2020, Whataburger will be adding a satellite WBU campus in the Dallas area at the Irving Divisional Office.



Whataburger Home Office

HELPING RESTAURANTS SERVE A GREAT BURGER, EVERY TIME

Whataburger moved our Home Office to San Antonio from Corpus Christi in 2009. In the 10 years since our Home Office moved from Corpus Christi to San Antonio, our Family Member workforce has expanded from 125 to 1,000. That means eight times the number of people to now help restaurants serve a great burger, every time.

Whataburger is dedicated to its customers in its communities and encourages Family Members to participate in community service. Last year, more than 350 Home Office employees invested 2,100 hours, equal to around \$52,000 of volunteer service to the San Antonio community. Three nonprofits we support include the San Antonio Food Bank, Meals on Wheels and Big Brothers Big Sisters. The Whataburger Family Foundation, Whataburger's internal foundation for Family Members, also offers scholarships and support during personal hardships.



Careers at Whataburger

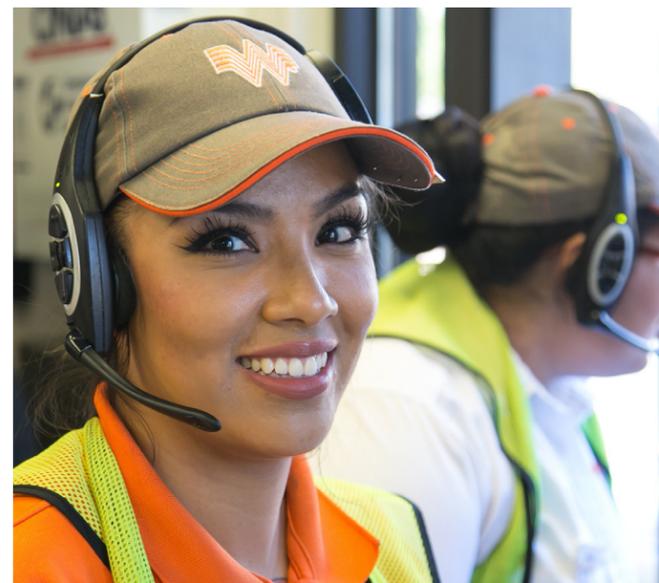
DOING WORK THAT MAKES US PROUD

People make the difference at Whataburger. We take pride in our work, take care of each other and love serving our customers. For those that join our family, we instill values and skills that will serve you well no matter where your journey leads.

At Whataburger, we do work that makes us proud. We're grounded in our history, yet we are forward-thinking and innovative.

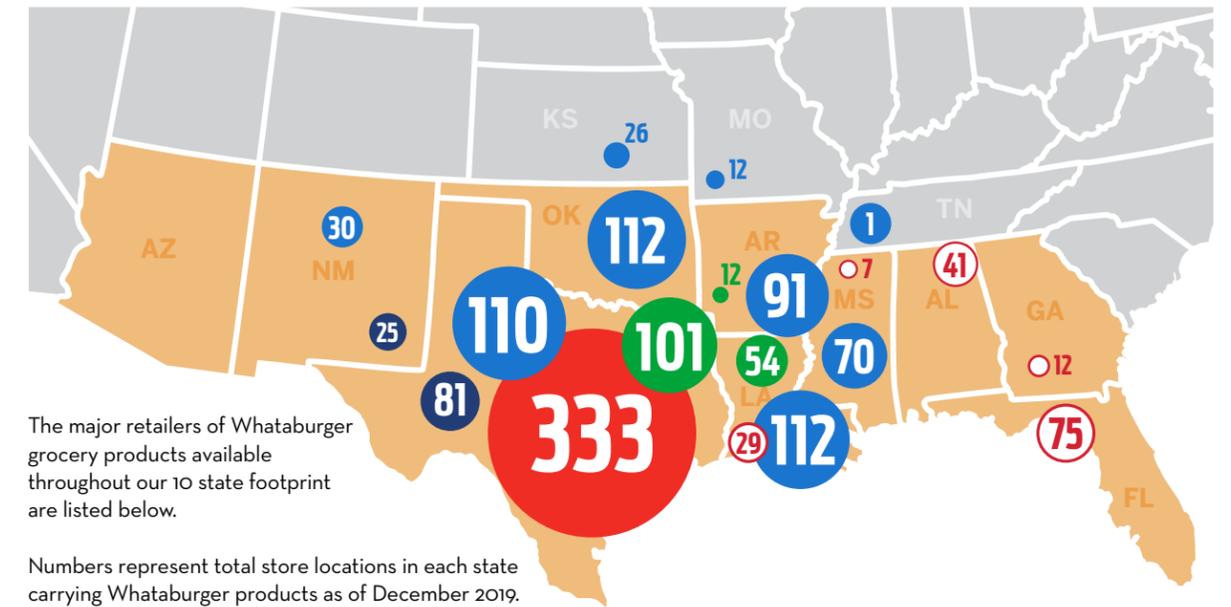
Whataburger is dedicated to our core values, and especially, to one another. We truly care about the success of our team members. We offer corporate opportunities at our home office and out in the field where our restaurants are located in addition to jobs within our restaurants. We offer benefits beyond burgers including competitive salaries, opportunities for career advancement and other resources to enrich our Family Member's lives.

If you have what it takes to wear the Whataburger uniform, we'd love to have you join our team. Go to [Whataburger.com/careers](https://www.whataburger.com/careers) to learn about our current openings and to apply online.



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 December 2019.



Current Products at H-E-B	Current Products at Walmart	Current Products at Brookshire's	Current Products at United Supermarkets	Current Products at Winn-Dixie
Fancy Ketchup (20- and 40-ounce)	Fancy Ketchup	Fancy Ketchup	Fancy Ketchup (20- and 40-ounce)	Fancy Ketchup
Spicy Ketchup (20- and 40-ounce)	Spicy Ketchup	Spicy Ketchup	Spicy Ketchup (20- and 40-ounce)	Spicy Ketchup
Jalapeno Ranch	Pancake Mix	Jalapeno Ranch	Jalapeno Ranch	
Honey Mustard		Honey Mustard	Honey Mustard	
Creamy Pepper		Creamy Pepper	Creamy Pepper	
Buffalo Sauce		Buffalo Sauce	Original Mustard	
Original Mustard		Original Mustard	Original Mustard	
Honey BBQ Sauce		Honey BBQ Sauce	Original Mayo	
Honey Butter		Honey Butter	Pancake Mix	
Original Mayo		Original Mayo	Honey Butter	
Pancake Mix		Premium Pork Sausage	Premium Pork Sausage	
Premium Pork Sausage				
Salsa Verde				
Picante Sauce				

Our Presence Across 10 States

Whataburger serves more than 355 outstanding communities across the southern United States stretching from Arizona to Florida. Look for your hometown: locations.whataburger.com.

Over the years, we've absolutely loved hearing that we have so many fans who live outside of the communities we serve. As we grow, we're looking to expand across our existing 10-state footprint. We consider many factors before building a new restaurant, but we're proud to offer exceptional food and service at our 835+ existing locations. Be on the lookout for the newest Whataburger coming to these markets in Spring 2020:

- Anna, TX
- Mobile, AL
- Deer Park, TX
- Nacogdoches, TX
- Atlanta, TX
- Laredo, TX
- Fort Worth, TX
- Wylie, TX
- Queen Creek, AZ
- San Antonio, TX

Fans and customers all over the world can also enjoy the unique, bold flavors found in Whataburger restaurants in their very own homes. Whataburger's signature sauces, grocery products and popular retail items are available for purchase on our WhataStore.

Recent Brand Love

From fans who make Whataburger a part of their weddings and quinceañeras, to those who throw Whataburger birthday parties and get Whataburger tattoos, our customers have some of the most interesting and fun stories. We love to share these stories on our digital newsroom. Check out the recent fan stories below:

SIX COUPLES WIN ALL-EXPENSES-PAID WHATAWEDDING

For Valentine's Day this year, Whataburger celebrated the love that customers have for each other by allowing them to get married or renew their vows inside a Whataburger. After receiving thousands of submissions from couples nationwide, Whataburger selected six lucky couples for an all-expenses-paid celebration, offering winners Whataburger meals for all guests, a photographer, orange and white decorations, and an officiant, among other wedding extras. One lucky couple took home the grand prize of \$5,000 to be used on their honeymoon expenses.

WHATABURGER AND UT FOOTBALL

Austin broadcast station KVUE ran a segment featuring Sports Director Jeff Jones and UT Cornerback Coach Jay Valai. Both are avid Whataburger fans and shared their favorite Whataburger orders in the story. Valai shared some of his favorite menu items - including the Avocado Bacon Burger and Chicken Strips with gravy - and noted two of the most iconic institutions in Texas: Whataburger and UT football.

MOST ICONIC BRAND IN TEXAS

Texas Monthly spotlighted a viral, March Madness-style bracket circulating on Twitter: Most Iconic Brand in Texas. The competition pitted 64 famous Texas businesses against each other, with the champion taking bragging rights in the Lone Star State. Top competitors included H-E-B, Blue Bell, Six Flags, Big Red and Rudy's Country Store and Bar-B-Q. But the winner? Whataburger.

WHATABURGER PARTNERS WITH UTSA TO FIGHT FOOD INSECURITY

San Antonio Current covered Whataburger's partnership with the San Antonio Food Bank to provide University of Texas at San Antonio students with healthy food, free of charge. UTSA unveiled the Whataburger Resource Room at its downtown campus, stocked with Whataburger pancake mix, condiments and more. Whataburger's efforts will help UTSA address the food insecurity needs of many students, allowing them to focus on their educational goals.

HIGH SCHOOL CLASS RECEIVES GRANT FROM WHATABURGER TO BUILD PLAYHOUSE FOR CHARITY

Whataburger donated a grant to construction students at Red Oak High School to design a Whataburger playhouse for the 25th annual Parade of Playhouses charity event. This is Whataburger's third year participating in the event, put on by Dallas Court Appointed Special Advocates to help provide resources and permanent homes for abused and neglected children. The student project will be on display at the Parade this summer at Northpark Center in Dallas, along with other playhouses built by participating schools, organizations and individuals.



Where Memories Are Made

As the COVID-19 virus continues to affect our communities, Whataburger is committed to protecting the wellbeing of our Family Members and our communities - while serving the highest quality meals. We are temporarily scaling back our presence at community events and gatherings while our dining rooms are closed. Our Orange Spirit may not be as visible in our communities over the coming months, but we are working hard to do the right thing -- and ensure Whataburger remains a place you can count on for a warm meal and a kind word.

Whataburger values being a place where memories are made and we look forward to celebrating life's special milestone with our super fans once we're back up and running.

Have a recent story about a Whataburger super fan or special moment, we'd like to know!

Email us at stories@wbhq.com.



What Makes Whataburger What A Burger?

WE WILL ALWAYS SERVE:

Our Original Recipe,
in its Original Size

Quality & Quantity

Fresh Cut Vegetables,
Not Corners

Your Order, Made to Order,
in that Order

100% Beef,
100% of the Time



Connecting to Our Media Team

Whataburger cultivates strong relationships in each of the more than 355 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.

If you're a reporter interested in speaking to our team please feel free to contact us at Whataburger@apronfoodpr.com. We may not be able to provide a quote or all the information a reporter is requesting, 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.

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

