



WHATABURGER®

PRESS KIT | 2021



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 following has grown exponentially in its 70-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 is more than a burger chain. It is a place that feels like home to more than 50,000 employees, called Family Members, and millions of customers. It's a brand built on pride, care and love. It's a place people count on in their communities. It's a place where goodness lives. With more than 840 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.

AT A GLANCE



Core values

Serve the highest quality products, treat others with respect, invest in the community and be fiscally responsible

Founded

Aug. 8, 1950 by Harmon Dobson in Corpus Christi, TX

Home Office

San Antonio (moved from Corpus Christi, TX in 2009)

States served

Arizona, Arkansas, Alabama, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma and Texas

Restaurants

840+ Restaurants

Family Members

50,000+ Family Members

Contact

Whataburger.com

Stories.Whataburger.com

Facebook.com/Whataburger

Twitter.com/Whataburger

Instagram.com/Whataburger

TikTok.com/@whataburger

Linkedin.com/company/Whataburger

Snapchat @WhataburgerLife

YouTube



BY THE NUMBERS

NUMBER OF:

Restaurants

840+

States we Serve

10

Cities

370+ communities

Family Members

50,000+ employees

Years in Business

70

Ways to create a Whataburger

10 million + different customizations

Followers

Facebook: 2.1M + Instagram: 437k +

Twitter: 1.2M + TikTok: 37k +

OTHER STATS:

First-Day Sales

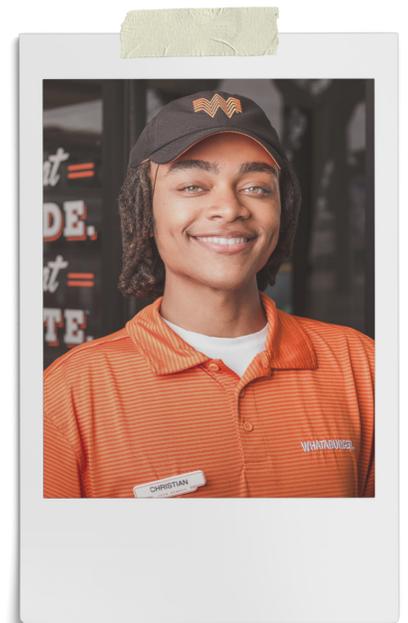
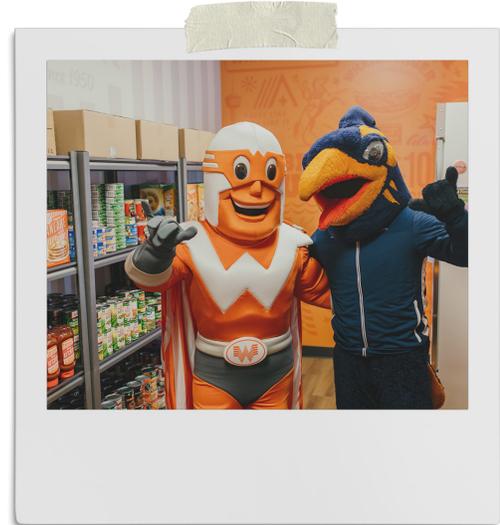
\$50 (\$141.80 by day four)

Cost of the first Whataburger

\$0.25

Ranking

6th*



EACH YEAR, WE SERVE:



17M pounds of ketchup



350k gallons of mustard



5M pounds of onions



7M heads of lettuce



11M pounds of cheese



580M pickle slices



1M+ table tents

CARING FOR OUR CUSTOMERS, FAMILY MEMBERS & 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.

Continuing to serve: dining room reopening in progress, drive-thru, curbside and delivery available

Whataburger is happy to welcome guests back into our dining rooms in communities where state and local restrictions have been lifted. To find out if your local Whataburger dining room is open and for hours of operation, be sure to use our store locator: Find a location near me at locations.whataburger.com. We will be regularly updating information to provide customers with the latest information.

For those who choose not to dine in, customers can pick up their Whataburger favorites through the drive-thru, curbside pickup (from 7 a.m. to 11 p.m.) or delivery at participating locations.

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 only available between the hours of 7 a.m. and 11 p.m.

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

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.

GIVING BACK THE WHATABURGER WAY

For 70 years, we've been your hometown Whataburger – committed to being good neighbors and making a difference in the communities we call home. Through scholarships, sponsorships, partnerships, in-kind donations, volunteer hours and more, we've continued our legacy of giving and making an impact across our 10-state footprint.

Today, this commitment has never been stronger, and that's why we've narrowed our philanthropic focus to one single purpose: to empower students on their educational journey.



With the launch of our Whataburger Feeding Student Success program, we want to help students from pre-K to college, at every step along their journey, achieve their dreams and goals while removing barriers to success. Last June, we designated \$1 million of our charitable funds to support Black and minority communities and are creating a Whataburger Feeding Student Success Scholarship Fund to support students attending a community college, technical school or four-year college. Last October, we celebrated World Teachers' Day by thanking our teachers on our pole signs and surprising teachers across our footprint.

We're opening resource rooms, such as the Whataburger Resource Room at the University of Texas at San Antonio and the Tiger Resource Room at Grambling State University, to provide essential school supplies and food for students in need during their college careers.

We're also proud to support continuing education of our employees, who we call Family Members. In 2020, through the Whataburger Family Foundation, we awarded \$1 million in scholarships to our Family Members and their dependents. Over the past 15 years, we've awarded more than \$7 million to 2,700 recipients.

For more information on the Whataburger Feeding Student Success program, please visit stories.whataburger.com.



GOODNESS ON WHEELS

In celebration of our 70th anniversary, Whataburger unveiled the brand's first-ever food truck, built in partnership with Cruising Kitchens, a San Antonio-based company and the largest builder of customized, mobile kitchens.

The truck is truly a Whataburger on wheels – 36-feet long with 24 feet of cooking space powered by a 30,000-watt generator. Featuring a 4-foot grill, it has the same kind of burger-making power as a brick-and-mortar restaurant. With a full self-contained kitchen, the truck can also be deployed for disaster relief.

We definitely want everyone to get to see this amazing Whataburger on Wheels. We are excited for the truck to roll out on a multi-state tour in 2021, and we will share locations as the route is finalized.

At this time, we don't have plans to rent the truck out for private events, and don't have the capacity to consider additional venues for the tour. We do have large-order capabilities (separate from the food truck) – and our restaurants are always happy to talk with you and create a way for Whataburger to be part of your event or special day.

For more information on the Food Truck, please visit stories.whataburger.com.



WHATABURGER PROMOTIONS

At Whataburger, we like to keep it fresh. From delicious new menu items to the latest orange-and-white swag on the Whatastore, we're always cooking up new ideas to better serve our customers. Be prepared to expect the unexpected – we can't wait to show you what we have in store this year!



PRODUCT

Each quarter, we're bringing new limited-time offerings to the menu. To keep up with the latest news on our special menu items, please visit stories.whataburger.com.

RETAIL

Over the years, customers have made Whataburger gear part of all life's special moments, and we're adding new retail items to our collection. Popular favorites available for purchase include Fancy/Spicy reversible pillows, blankets, towels and a door mat.

Prices vary by product and include free shipping and handling on orders more than \$50. Quantities are limited, so be sure to stay up to date and visit the Whatastore.



5 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 or our app. To use the 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. We go the extra mile for you, whether you order from your couch or in our restaurant.

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. Select your pick up method.
5. Pick up in the restaurant, drive-thru, curbside, or schedule for delivery right to your front door.



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. Whataburger recently added the Whataburger Jr. to the mix, bringing the total number of app rewards to eight.

Make sure to look out for any digital offers on the app to try our menu items and earn rewards!

RANKINGS & ACCOLADES



2021

- Newsweek ranked Whataburger No. 2 for “Fast-Food Restaurant Chains” in its annual “America’s Best Customer Service” list

2020

- SA Current named Whataburger as the winner of “Best French Fries” in their annual “Best of San Antonio” issue
- 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” award at the 2020 Best Practices Awards
- Newsweek ranked Whataburger No. 3 for “Fast-Food Restaurant Chains” in its annual “America’s Best Customer Service” list
- Agency for Persons with Disabilities (APD), Blind Services and Vocational Rehabilitation recognized Whataburger with an “Exceptional Employer Award”
- 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 “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

HISTORY



THE 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.

THE 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. She became chairman in 1969.

THE 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. 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.



THE 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.

THE 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.



THE 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** 2007 Preston Atkinson is named president.
- 2008** 2008 Whataburger reaches \$1 billion in system-wide sales.



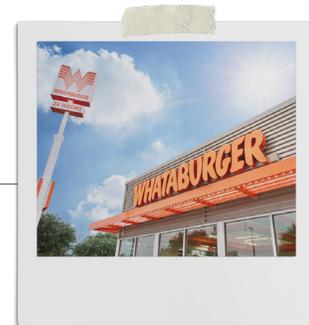
THE 2010S

- 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 a 2011 launch, Whataburger’s Facebook page reaches 1 million fans. Whataburger bottles Fancy Ketchup, Spicy Ketchup and Original Mustard for sale at all H-E-B stores and 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** Whataburger introduces online ordering through Whataburger’s app and Whataburger.com.
- 2019** BDT Capital Partners acquires a majority interest in Whataburger.
- 2019** Ed Nelson is promoted to President.



THE 2020S

- 2020** Ed Nelson is promoted to CEO.
- Janelle Sykes is named CFO.
- Curbside pickup and delivery options are launched.
- Whataburger announces expansion into new markets including Tennessee and Kansas City.
- Whataburger unveils food truck.
- Whataburger launches TikTok channel @Whataburger.
- Whataburger is named the "Official Burger of the Dallas Cowboys."
- Whataburger opens first-of-its-kind, new large-unit prototype in Bellmead, Texas.





WHATABURGER
UNIVERSITY

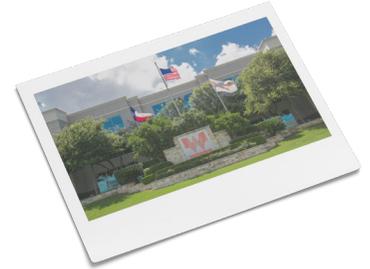
WHATABURGER UNIVERSITY

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 five years ago, WBU has served just over 1,000 Managers and General Managers.

WHATABURGER HOME OFFICE

HELPING RESTAURANTS SERVE A GREAT BURGER, EVERY TIME



Whataburger moved our home office to San Antonio from Corpus Christi in 2009. Since then, we have added nearly eight times as many Family Members as when we relocated.

Whataburger is dedicated to its communities and encourages Family Members to participate in community service. Home Office employees have invested hours of volunteer service to the San Antonio community supporting nonprofits such as 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. Last year, we awarded \$1 million in scholarships to our Family Members and their dependents. Over the past 15 years, we've awarded more than \$7 million to 2,700 recipients.

CAREERS AT WHATABURGER

DOING WORK THAT MAKES US PROUD



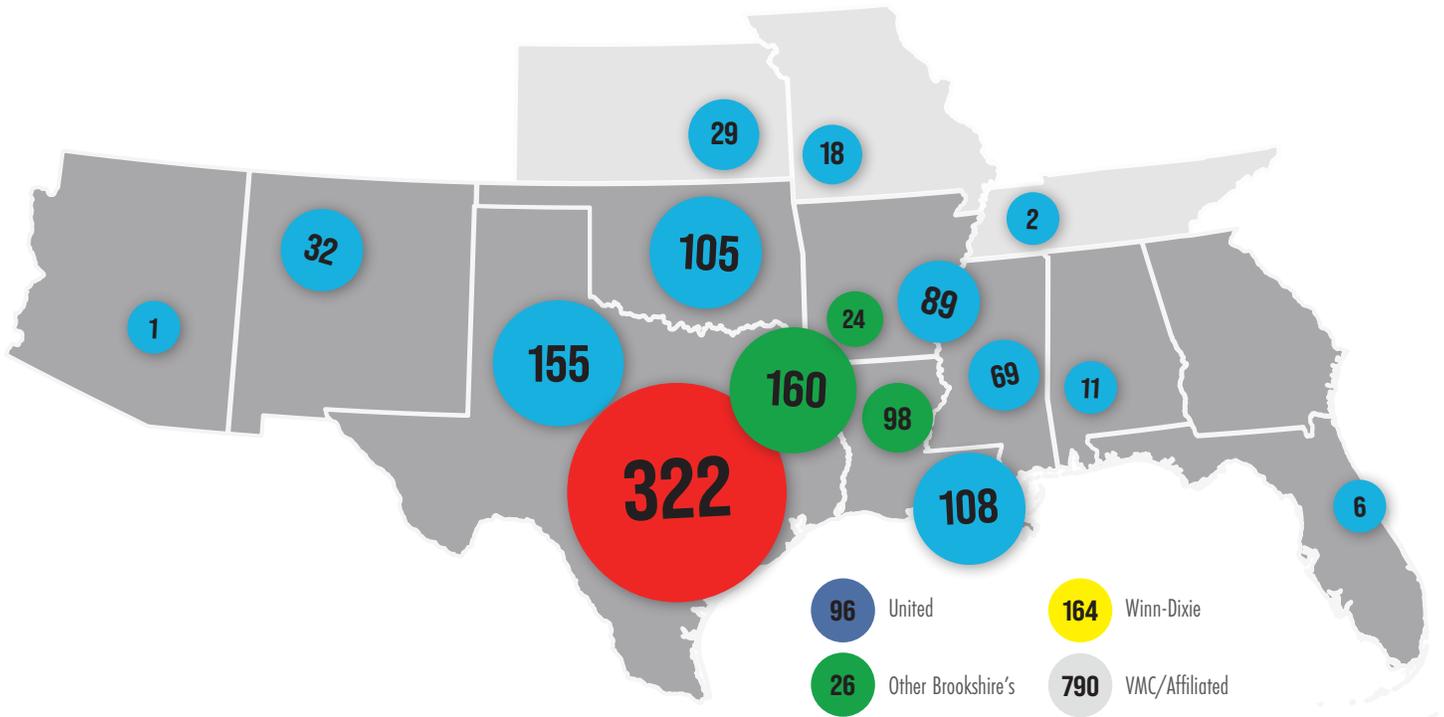
People make the difference at Whataburger. We take pride in our work, take care of each other and love serving our customers. For those that join our family, we instill values and skills that will serve you well no matter where your journey leads.

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. In addition to jobs within our restaurants, we offer corporate opportunities at our Home Office and out in the field where our restaurants are located. We offer benefits beyond burgers including competitive salaries, opportunities for career advancement and other resources to enrich our Family Members' lives.

Have what it takes to wear the Whataburger uniform? We'd love to have you join our team. Learn more and apply online at stories.whataburger.com/were-hiring or Whataburger.com/careers

GROCERY PRODUCT DISTRIBUTION

NUMBER OF GROCERY RETAILERS



CURRENT PRODUCTS BY RETAILER



- Fancy Ketchup 20 & 40 oz
- Spicy Ketchup 20 & 40 oz
- Jalapeno Ranch
- Honey Mustard
- Creamy Pepper
- Buffalo Sauce
- Original Mustard
- Honey BBQ Sauce
- Honey Butter
- Original Mayo
- Pancake Mix
- Premium Pork Sausage
- Salsa Verde
- Picante Sauce



- Fancy Ketchup 20 & 40 oz
- Spicy Ketchup 20 & 40 oz
- Pancake Mix



- Fancy Ketchup
- Spicy Ketchup



- Fancy Ketchup
- Spicy Ketchup
- Jalapeno Ranch
- Honey Mustard
- Creamy Pepper
- Buffalo Sauce
- Original Mustard
- Honey BBQ Sauce
- Premium Pork Sausage



- Fancy Ketchup 20 & 40 oz
- Spicy Ketchup 20 & 40 oz
- Jalapeno Ranch
- Honey Mustard
- Creamy Pepper
- Original Mustard
- Original Mayo
- Honey Butter
- Ranch
- Premium Pork Sausage



VMC STORES

- Fancy Ketchup 20 & 40 oz
- Spicy Ketchup 20 & 40 oz
- Jalapeno Ranch
- Honey Mustard
- Original Mustard
- Original Mayo

AFFILIATED STORES

- Fancy Ketchup 20 & 40 oz
- Spicy Ketchup 20 & 40 oz
- Honey Mustard
- Original Mustard



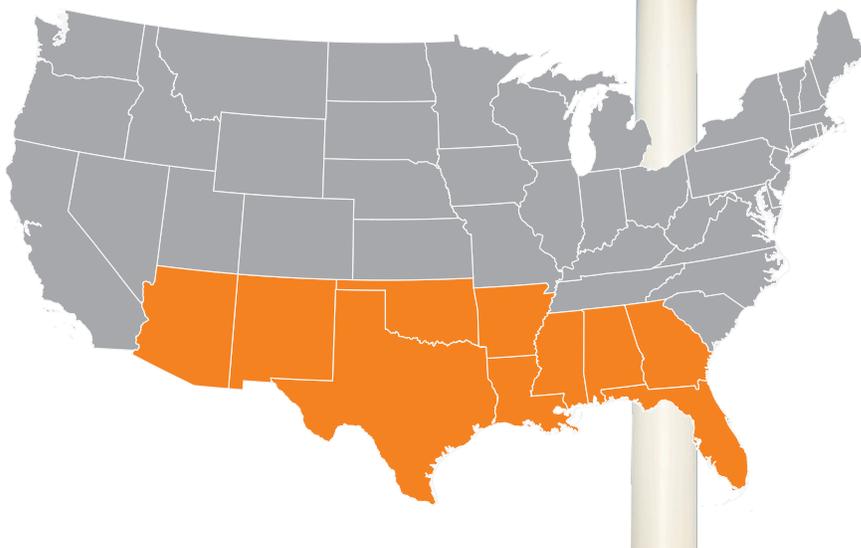
OUR PRESENCE ACROSS 10 STATES AND COUNTING

Whataburger serves more than 370 outstanding communities across the United States, stretching from Arizona to Florida. Check for your hometown: locations.whataburger.com.

Over the years, we've absolutely loved hearing from so many fans who live outside of the communities we currently serve. As we grow, we're looking to expand across our existing 10-state footprint and into new markets including Tennessee and Kansas City. Be on the lookout for more than 30 new restaurants in 2021 – complete with a new design to better serve our guests, increase our capacity and continue to deliver the quality food and friendly customer service our customers expect from us.

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.

To learn more about our new locations and new look, please visit stories.whataburger.com.



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:

FANCY KETCHUP FANDOM

Whataburger's famous ketchup has a loyal following of admirers, including a dedicated Facebook page with more than 17,000 fans who describe the ketchup as "life-changing." So, it was no surprise when, as part of The Dallas Morning News "Curious Texan" series, one reader asked: What makes Whataburger ketchup so unique and amazing? Readers and fans got all the saucy details about the ketchup and its history. But there's one secret that will remain behind orange-and-white walls forever: our famous ketchup recipe!

WHAT-AN-HONOR

Whataburger's fiery limited-time offerings arrived this fall to heat up menus, and some year-end lists in the media. Citing rave reviews and Chicken Wars heroics, Business Insider named the Spicy Chicken Sandwich one of 12 fast-food releases customers loved in 2020. Meanwhile, the Hatch Green Chile Bacon Burger was honored by Eat This, Not That as one of the 14 most popular new fast-food menu items of the year.

WHATABURGER PARTNERS WITH FOOD BANKS TO FIGHT FOOD INSECURITY

During the pandemic, food banks around Texas have seen huge increases in the need for food assistance. To help provide support for food-insecure children and families, Whataburger partnered with the San Antonio, Houston and East Texas Food Banks to hold food drives and fundraisers. Whataburger's efforts received coverage in each Food Bank's market, including KHOU in Houston, WOAI in San Antonio and KETK in East Texas.

MVP OF FANS

Whataburger's expansion into Kansas City caused an explosion of buzz, and one special fan even got the sports media talking. NFL MVP and proud Texan Patrick Mahomes famously pleaded for Whataburger to come to Kansas City, and now his wish is coming true. To add to the celebration, Mahomes got engaged during Whataburger-mania and we tweeted that he'll soon have another ring to add to his collection – a Whataburger onion ring, that is.

WHERE MEMORIES ARE MADE

Whataburger makes the ordinary extraordinary, and we are a place where goodness lives. In 2021, we want to celebrate past and present memories with fans and show new customers that we serve more than just burgers – it's an experience to be remembered.

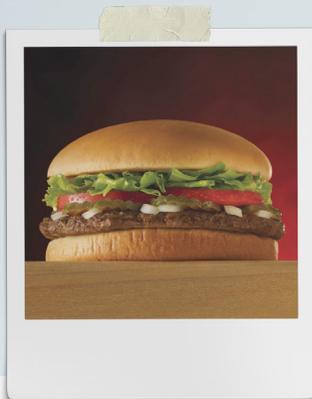
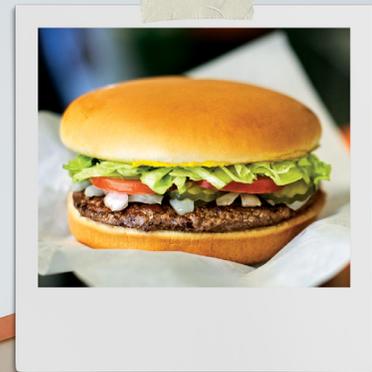
Have a recent story about a Whataburger super fan or a special moment? We'd like to know! Email us at stories@wbhq.com.



WHAT MAKES WHATABURGER WHAT A BURGER

WE WILL ALWAYS SERVE

Our original recipe, in its original size.
Quality and quantity.
Fresh cut vegetables, not corners.
Your order, made to order, in that order.
100% beef, 100% of the time.



CONNECT | *with our Media Team*

Whataburger cultivates strong relationships in each of the more than 370 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.