



Fatburger Debuts Dairy-Free Daiya Cheddar Style Slices Nationwide

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Hollywood's Favorite Burger Is Officially Vegan-Friendly Across America Following Successful Test Run in LA

LOS ANGELES--(BUSINESS WIRE)-- FAT (Fresh. Authentic. Tasty.) Brands Inc. (NASDAQ: FAT) ("FAT Brands" or the "Company"), parent company of **Fatburger**, The Last Great Hamburger Stand™, is pleased to announce all domestic locations across America now carry plant-based, dairy-free **Daiya Cheddar Style Slices**, just in time to celebrate World Vegan Day on November 1. To celebrate the launch, **Fatburger** is offering a free dairy-free Daiya Cheddar Style Slice with any burger or sandwich purchase on November 1.

Each dairy-free Daiya Cheddar Style Slice delivers the same incredible melt and slight sharpness as dairy-based cheese. This flavor and texture pairs perfectly with **Fatburger's** wildly successful plant-based Impossible Burger, or the mouthwatering, juicy burger made famous by founder Lovie Yancey in Los Angeles more than 70 years ago. As always, each burger is made-to-order with traditional toppings, along with a wide variety of tasty add-ons and condiments to select from.

"After our successful test run in our hometown, Los Angeles, we are thrilled to offer our **Fatburger** fans around the US a 100 percent plant-based cheeseburger," said Andy Wiederhorn, CEO of FAT Brands. "We love incorporating today's trends with **Fatburger's** traditional fare so consumers can enjoy the **Fatburger** they know and love, with a dairy-free twist. With the addition of the Daiya Slices to our ever-going dairy-free menu we are able to reach a larger fan base, and we can't wait to see how consumers across the country react to our new plant-based offerings."

For more information or to find a **Fatburger** near you, please visit www.fatburger.com.

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FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets and

develops fast casual and casual dining restaurant concepts around the world. The Company currently owns eight restaurant brands: Fatburger, Buffalo's Cafe, Buffalo's Express, Hurricane Grill & Wings, Elevation Burger, Yalla Mediterranean and Ponderosa and Bonanza Steakhouses, and franchises over 380 units worldwide.

About Fatburger

An all-American, Hollywood favorite, **Fatburger** is a fast-casual restaurant serving big, juicy, tasty burgers and grilled and crispy chicken offerings, crafted specifically to each customer's liking. With a legacy spanning 70 years, **Fatburger's** extraordinary quality and taste inspire fierce loyalty amongst its fan base, which includes a number of A-list celebrities and athletes. Featuring a contemporary design and ambiance, **Fatburger** offers an unparalleled dining experience, demonstrating the same dedication to serving gourmet, homemade, custom-built burgers as it has since 1952 – The Last Great Hamburger Stand™.

About Daiya

Daiya Foods was founded in 2008 out of a love for food and a commitment to healthy living. Today, as an industry leader and one of the founding members of The Plant Based Foods Association, Daiya remains passionate about celebrating delicious food that is dairy, gluten, soy and peanut free. Its line of premium plant-based foods, beginning with wonderful cheese alternatives- including Blocks, Shreds, Slices, Sticks and Creamy Spreads, has expanded into Burritos, Non-Dairy Frozen Desserts, Yogurt Alternatives, Pizzas and Cheezecakes. They are available in the dairy case and freezer aisle. Daiya also recently expanded its offerings to include shelf-stable products like its Cheezy Macs, Cheeze Sauces and Dairy-Free Dressings. Daiya's selection of deliciously plant-based foods can be found in more than 25,000 grocery stores in the U.S., including Whole Foods, Kroger, Safeway and Publix, as well as most natural food retailers, including Sprouts Market. Daiya's products are also available internationally in the United Kingdom, Australia, Sweden, Mexico, Hong Kong, and more. For more information about Daiya, please visit www.daiyafoods.com, become a fan on **Facebook** or follow us on **Twitter** and **Instagram**.

Safe Harbor Statement

This news release may contain "forward-looking" statements. These forward-looking statements are only predictions and are subject to certain risks, uncertainties and assumptions that could cause actual results to differ from those in the forward looking-statements. Potential risks and uncertainties include such factors as uncertainty of consumer demand for the Company's products, as well as additional risks and uncertainties that are identified and described in Company's SEC reports. Actual results may differ materially from the forward-looking statements in this press release. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company does not undertake, and it specifically disclaims, any obligation to update any forward-looking statements to reflect occurrences, developments, events or circumstances after the date of

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