



NEWS RELEASE

# Party Time! Fatburger Joins the Celebration of 125th Anniversary of PEPSI® with Gargantuan 1.25 lb Fatburger Special and Sweepstakes

12/5/2023

Music to Our Ears! Snag the 1.25 Pound Fatburger and Score Limited-Edition Merch Through December 10

LOS ANGELES, Dec. 05, 2023 (GLOBE NEWSWIRE) -- **Fatburger**, the beloved all-American burger chain, is thrilled to announce it will join the celebration of the 125<sup>th</sup> anniversary of PEPSI®. Bonded by a shared love for music and a passion for creating iconic moments, Fatburger and PEPSI will offer customers a massive celebratory 1.25 pound Fatburger, a FREE PEPSI, and a chance to win ultra-exclusive merchandise.

Beginning December 5, Fatburger guests can enjoy a massive 1.25 pound Fatburger, a nod to 125 sparkling years of PEPSI. To sweeten the deal and allow burger enthusiasts to discover that every bite is Better With Pepsi, each purchase of the hefty anniversary burger will be served with a free medium PEPSI, the perfect complement to a made-to-order, juicy Fatburger. This celebratory deal lasts until December 10, giving fans a full, beefy week to take a bite out of the birthday festivities.

The collaboration hits all the right notes and will also feature a sweepstakes allowing fans a chance to snag one of 20 ultra-exclusive Fatburger x PEPSI Prize Packs. The Prize Packs include limited edition swag including a Fatburger x Pepsi cooler with built in speakers, a Fatburger x PEPSI insulated tumbler, perfect for chilling ice-cold Pepsi, and an array of apparel and accessories that fans will not want to miss. Throughout the celebration, fans can also catch an exclusive Fatburger x PEPSI playlist celebrating the iconic past, present and future of the brands playing in-store at Fatburger locations across the country.



"We're honored to commemorate the 125th Anniversary of PEPSI with this special collaboration that not only celebrates the brand's longevity, but honors our shared innovative spirit," said Taylor Fischer, Vice President of Marketing at Fatburger. "We can't wait for our guests to enjoy this massive tribute and get the chance to win some amazing Fatburger x PEPSI gear. It's our way of saying thanks for being part of our journey."

To enter, guests can visit [fatburger.com/fatburgerxpepsi125](https://fatburger.com/fatburgerxpepsi125) to fill out an entry form. Fans can increase their chances by engaging with Fatburger's Instagram by commenting on the sweepstakes post and sharing in an Instagram Story. No purchase necessary. Internet Access Required. Open to legal residents of the United States, 18 years or older or age of majority in their state at the time of entry, except residents of Florida and New York are not eligible. Void where prohibited. Limit one entry per person/email address. Subject to Official Rules available at [fatburger.com/sweepstakes-rules](https://fatburger.com/sweepstakes-rules).

#### About FAT (Fresh. Authentic. Tasty.) Brands

FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets and develops fast casual, quick-service, casual and polished casual dining restaurant concepts around the world. The Company currently owns 18 restaurant brands: Round Table Pizza, Fatburger, Marble Slab Creamery, Johnny Rockets, Fazoli's, Twin Peaks, Great American Cookies, Smokey Bones Hot Dog on a Stick, Buffalo's Cafe & Express, Hurricane Grill & Wings, Pretzelmaker, Elevation Burger, Native Grill & Wings, Yalla Mediterranean and Ponderosa and Bonanza Steakhouses, and franchises and owns over 2,300 units worldwide. For more information on FAT Brands, please visit [www.fatbrands.com](https://www.fatbrands.com).

#### About Fatburger

An all-American, Hollywood favorite, Fatburger is a fast-casual restaurant serving big, juicy, tasty burgers, 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 PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$86 billion in net revenue in 2022, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable



foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on X (previously known as Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

Media Relations

Ali Lloyd

**[alloyd@fatbrands.com](mailto:alloyd@fatbrands.com)**

435-760-6168

Source: FAT Brands Inc.