

**WHATABURGER®**

*Press Kit*

---

Q1 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 66-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 800 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 800 restaurants and more than 37,000 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*

<b>Core values:</b>	Serve the highest quality products, treat others with respect, invest in the community and be fiscally responsible
<b>Founded:</b>	August 8, 1950 by Harmon Dobson in Corpus Christi
<b>Home office:</b>	San Antonio (moved from Corpus Christi in 2009)
<b>States served:</b>	Arizona, Arkansas, Alabama, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma and Texas
<b>Number of restaurants:</b>	800+ Restaurants
<b>Number of employees:</b>	37,000+ Family Members
<b>Restaurant hours:</b>	Most stores are open 24/7, 364 days a year
<b>Connect:</b>	Whataburger.com Facebook.com/Whataburger Twitter.com/Whataburger Instagram.com/Whataburger Snapchat @WhataburgerLife

## Recent Promotions

- In January, Whataburger and H-E-B rolled out Buffalo Sauce, 40-ounce Fancy and 40-ounce Spicy Ketchup at H-E-B stores, offering customers a new flavor and two long-time fan favorites in a new size. The flavor of Whataburger's Buffalo Ranch Chicken Strip Sandwich lives on in the Buffalo Sauce. It's tasty and buttery and has just the right touch of heat for your home-cooked meals. Originally launched at H-E-B in 2013 in 20-ounce bottles, Whataburger's Fancy Ketchup and Spicy Ketchup now come in a larger 40-ounce size.



- Making its much-anticipated return, Whataburger's Buffalo Ranch Chicken Strip Sandwich was added back to the menu in January and is now available for a limited time. The sandwich is layered with three crispy, all-white meat chicken strips, two slices of Monterey Jack cheese, creamy Buttermilk Ranch and topped off with Whataburger's own Buffalo Sauce – all served on a toasted five-inch bun.



## By the Numbers

### Company Information

Number of restaurants:	800+ Restaurants
Number of cities:	340+ Communities
Number of employees companywide:	37,000+ 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:	66
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:	880,000+ and growing
Number of Instagram followers:	200,000+ and growing
Number of ways to create a Whataburger:	36,864 different combinations
Cost of the first Whataburger:	\$0.25

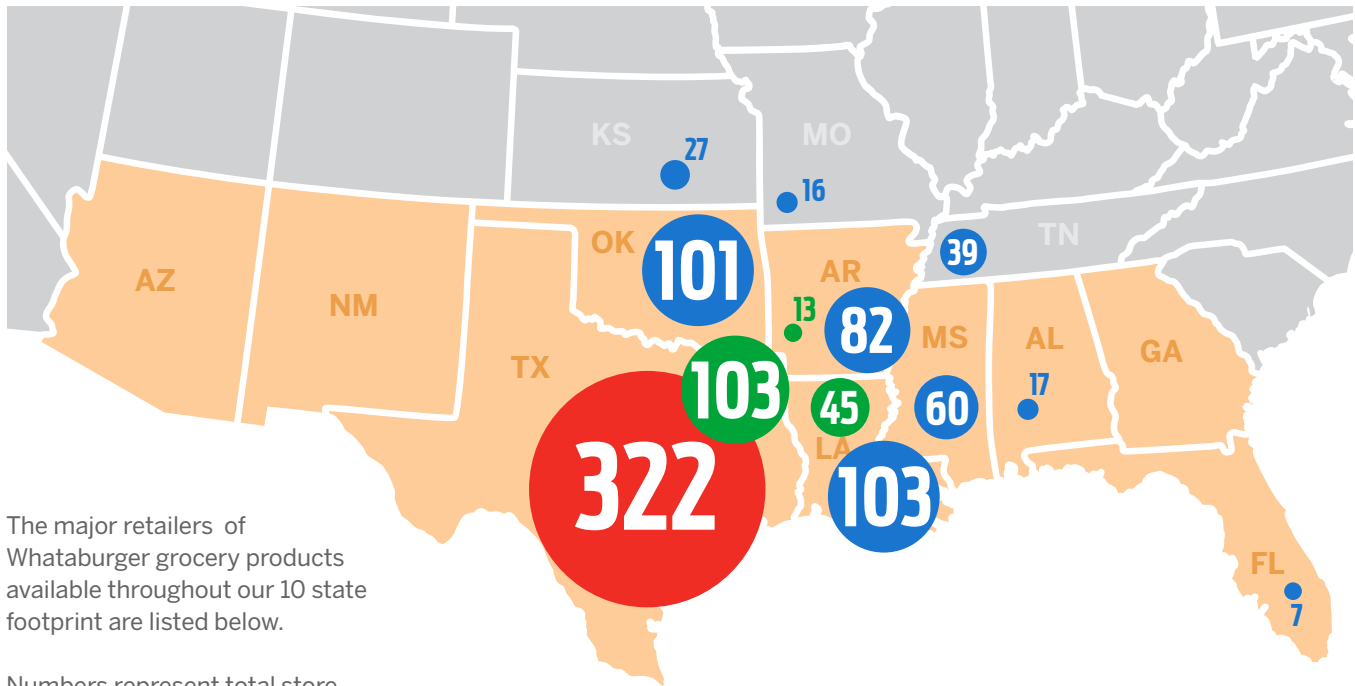
### Each year we serve:

**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

\* 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 2016.



#### Current Products at H-E-B

- 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

---

- 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

### 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
- Whataburger scored a 7.7 out of 10 for Consumer Reports' "Taste Champs for Burgers"
- No. 37 on Nation's Restaurant News' Top 100 largest restaurant chains and companies
- No. 4 on Ranker's Best Fast Food Burgers
- Gold winner for San Antonio Express-News' 2014 Readers' Choice Awards in the "Best Burgers (chain)" category
- No. 11 on BuzzFeed's "The Definitive Ranking of Fast Food French Fries"
- No. 5 on Food Drink & Franchise's "Top Ten Southern Chains the Rest of the U.S. Needs Now"

## 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.
- 1979 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.

### 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.
- 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](http://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 January, Whataburger reached 2 million fans on Facebook.

*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 37,000 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 340 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  
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  
Aransas Pass  
Arlington  
Athens  
Austin  
Azle  
Bastrop  
Bay City  
Baytown  
Beaumont  
Beeville  
Belton  
Benbrook  
Big Spring  
Boerne  
Brenham  
Bridge City  
Brownsville  
Brownwood  
Bryan  
Buda  
Burkburnett  
Burleson  
Burnet  
Calallen  
Canton  
Carrollton  
Carthage  
Cedar Hill  
Cedar Park  
Center  
Channelview  
Cleburne  
Cleveland  
Clute

## TEXAS (continued)

Clyde  
 College Station  
 Colony, The  
 Columbus  
 Conroe  
 Coppell  
 Copperas Cove  
 Corinth  
 Corpus Christi  
 Corrigan  
 Corsicana  
 Crockett  
 Crosby  
 Cross Roads  
 Cuero  
 Cypress  
 Dallas  
 Decatur  
 Del Rio  
 Denison  
 Denton  
 De Soto  
 Dickinson  
 Donna  
 Dripping Springs  
 Duncanville  
 Eagle Pass  
 Edinburg  
 Edna  
 El Campo  
 El Paso  
 Elsa  
 Ennis  
 Euless  
 Falfurrias  
 Floresville  
 Forney  
 Fort Worth  
 Fredericksburg  
 Friendswood  
 Frisco  
 Gainesville  
 Galveston  
 Garland  
 Georgetown  
 Giddings  
 Gilmer  
 Glenn Heights  
 Goliad  
 Gonzales  
 Graham  
 Granbury  
 Grand Prairie  
 Grapevine

Greenville  
 Groves  
 Gun Barrel City  
 Hallsville  
 Harker Heights  
 Harlingen  
 Haslet  
 Henderson  
 Hidalgo  
 Highland Village  
 Hillsboro  
 Hondo  
 Horizon City  
 Houston  
 Humble  
 Huntsville  
 Hurst  
 Hutchins  
 Ingleside  
 Ingram  
 Irving  
 Jacksonville  
 Jasper  
 Jersey Village  
 Joaquin  
 Katy  
 Kaufman  
 Keller  
 Kemah  
 Kerrville  
 Kilgore  
 Killeen  
 Kingsville  
 Kingwood  
 Kyle  
 La Feria  
 La Grange  
 La Joya  
 La Marque  
 La Porte  
 La Vernia  
 Lake Jackson  
 Lakeway  
 Lake Worth  
 Lancaster  
 Laredo  
 League City  
 Lewisville  
 Liberty  
 Live Oak  
 Lindale  
 Livingston  
 Lockhart  
 Longview  
 Lubbock

Lufkin  
 Lumberton  
 Lytle  
 Magnolia  
 Malakoff  
 Manor  
 Mansfield  
 Marble Falls  
 Marshall  
 McAllen  
 McKinney  
 Mercedes  
 Mesquite  
 Mexia  
 Midland  
 Midlothian  
 Mineral Wells  
 Mission  
 Missouri City  
 Montgomery  
 Mt. Pleasant  
 Murphy  
 Nacogdoches  
 New Braunfels  
 Odessa  
 Orange  
 Palestine  
 Palmhurst  
 Palmview  
 Paris  
 Pasadena  
 Pearland  
 Pflugerville  
 Pharr  
 Plano  
 Pleasanton  
 Port Aransas  
 Port Isabel  
 Port Lavaca  
 Porter  
 Portland  
 Raymondville  
 Red Oak  
 Refugio  
 Richardson  
 Richmond  
 Rio Grande City  
 River Oaks  
 Roanoke  
 Robstown  
 Rockport  
 Rockwall  
 Roma  
 Rosenberg  
 Round Rock

Rowlett  
 Rusk  
 Sachse  
 Saginaw  
 San Angelo  
 San Antonio  
 San Benito  
 San Marcos  
 Schertz  
 Schulenberg  
 Seabrook  
 Seagoville  
 Sealy  
 Seguin  
 Sherman  
 Silsbee  
 Sinton  
 Snyder  
 Socorro  
 South Padre Island  
 Spring  
 Spring Branch  
 Stafford  
 Stephenville  
 Strawn  
 Sugar Land  
 Sulphur Springs  
 Sweetwater  
 Taft  
 Taylor  
 Temple  
 Terrell  
 Texarkana  
 Texas City  
 Timpson  
 Tomball  
 Tyler  
 Universal City  
 Uvalde  
 Victoria  
 Waco  
 Watauga  
 Waxahachie  
 Weatherford  
 Webster  
 Weslaco  
 Westworth Village  
 Wharton  
 White Oak  
 Whitesboro  
 Wichita Falls  
 Willis  
 Willow Park  
 Winnie  
 Woodlands, The

## 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 340 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:

**Amanda Blease**  
**512-344-2013 direct**  
**[ablease@hahnpublic.com](mailto:ablease@hahnpublic.com)**

All advertising requests should be sent to McGarrah Jessee at 512-225-2335 or [whataburger@mc-j.com](mailto:whataburger@mc-j.com).