

WHATABURGER®

Press Kit

Q4 2014

Our Story

Way back on August 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 accounts 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 jalapenos, 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 64-year history, thanks to a number of features, including its famous burgers and growing list of tasty 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 that Harmon began.

So now with more than 760 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 700 restaurants and more than 22,000 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

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
Ownership:	Family-owned by Tom, Lynne and Hugh Dobson
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:	760+ Units
Number of employees:	30,000+ Family Members
Restaurant hours:	Most stores are open 24/7, 364 days a year
Leadership:	Tom Dobson, Chairman of the Board Preston Atkinson, President and CEO David Wilson, Senior VP and Chief of Staff, Whatabrands Ed Nelson, Senior VP and CFO, Whataburger Retail, Restaurants and Real Estate Mike Gibbs, Senior VP and General Counsel, Whataburger Retail, Restaurants and Real Estate Dino Del Nano, Senior VP, Whataburger Retail James Turcotte, Senior VP, Whataburger Real Estate Richard Scheffler, VP, Marketing and Innovation Pam Cox, VP, Communications, Whatabrands Marianne Dowdy, VP, Human Resources Jim Langenkamp, VP, Business Risk and Reporting Rob Rodriguez, VP, Restaurant Operations – Flying W and A Frame Jack Sampson, VP, Restaurant Operations – Franchise and Satellite John Reno, Chief of Staff, Restaurants Joe Shannon, Group Director, CIO Rory Sheppard, Group Director, Whatabrands Business Services
Connect:	Whataburger.com Facebook.com/Whataburger Twitter.com/Whataburger Instagram.com/Whataburger

Recent Promotions

- Beginning in August, Whataburger introduced its Signature Sauces and Original Mayo at H-E-B stores in Texas. Made famous on some of Whataburger's most famous burgers and sandwiches, Whataburger's Signature Sauces include: Peppercorn Ranch, Creamy Pepper Sauce, Jalapeño Ranch and Honey Mustard. Whataburger launched into retail sales last summer by bottling its popular line of condiments — Fancy Ketchup, Spicy Ketchup and Original Mustard — and making them available exclusively at all Texas H-E-B stores. Since then, Whataburger has introduced its Premium Pork Sausage and Honey Butter into H-E-B stores and Whataburger has expanded its condiment line on its website and into retailers outside of Texas.



- Beginning in April, Whataburger introduced a new Jalapeño Cheddar Biscuit, available for a limited time. The new offering is a buttermilk biscuit with shredded cheddar cheese and diced jalapeños baked right inside, resulting in a rich, cheesy taste with the flavor of a jalapeño, but without the heat.



- Whataburger's Monterey Melt burger, which was introduced in 2013 for a limited time, returned to the menu on December 30 as an All-Time Favorite, joining a select group of the most famous menu items. The Monterey Melt was extremely popular during its short run on the Whataburger menu in 2013. Based on overwhelming customer response, Whataburger decided to bring it back full-time as one of the All-Time Favorites. The Monterey Melt includes two 100 percent beef patties topped with Monterey Jack and American cheese, grilled onions and peppers and Whataburger's Jalapeño Ranch sauce.

By the Numbers

Company Information

Number of restaurants:	760+ Units
Number of cities:	330+ Communities
Number of employees companywide:	30,000+ Family Members
Number of employees with the company more than 5 years:	2,360+ Family Members
Number of employees with the company more than 20 years:	100+ Family Members
Number of years in business:	64
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:	1.6 million+ and growing
Number of Twitter followers:	276,000+ and growing
Number of ways to create a Whataburger:	36,864 different combinations
Cost of the first Whataburger:	\$0.25



* The QSR 50, 2014

Rankings and Accolades

2014

- No. 7 in The QSR 50 Burger Segment, and No. 23 overall on The QSR 50
- Consumer Reports ranked Whataburger at 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 2014 San Antonio Express-News' Reader's Choice Awards in the "best burgers (chain)" category
- Silver winner for 2014 San Antonio Express-News' Reader's Choice Awards in the "best french fries (chain)" category
- "Best Hamburger" in the Valley Morning Star's 2014 Reader's Choice Awards
- Whataburger wins honorable mention for "Best in Breakfast" and voted as "Second Best in Hamburgers" by Stephenville Empire-Tribune Readers' Choice Awards 2014
- Whataburger nominated for "Best Hamburgers" by Focus Daily News' Readers' Choice Awards
- No. 11 on BuzzFeed's ranking of the "best fast food fries"
- No. 2 on The Hollywood Gossip's "7 Fast Food Burgers Ranked From Worst to Best"

2013

- No. 10 Best on E! News' "Definitive List of the Best and Worst Fast Food Chains"
- No. 9 for the Houston Press' Top 10 Late-Night restaurants in Houston and Readers' choice for "Best Drive-Through"
- 2013 Corpus Christi Caller-Times "Best of the Best" winner (restaurant category)
- Whataburger named "Favorite Restaurant – Burgers" and "Favorite Restaurant – Fast Food" by The Monitor's 2013 Reader's Choice Awards
- Whataburger named "Best Drive-Thru" and "Best French Fries" by The Gonzales Inquirer's 2013 Reader's Choice Awards
- Whataburger nominated as one of the "Best Late Night Eats" by The Oklahoman Reader's Choice Awards 2013
- Whataburger named one of the best burgers of Mesquite, TX by the Best of Mesquite Reader's Poll
- No. 4 on Complex's "10 Fast Food Chains NYC needs ASAP"
- No. 6 on The Daily Meal's "America's Top 10 Burger Chains"

2012

- Whataburger included on Technomic's Top 100 U.S. quick-service restaurants
- No. 3 in the "French Fries" category for Weatherford Democrat's Readers' Choice Awards 2012
- Runner-Up Best Fast Food in The Austin Chronicle's 2012 Restaurant Poll
- Honorable Mention for Hamburgers by Fort Bend Herald's Readers' Choice Awards 2012

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 and 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 units 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 units.
- 1993 Tom Dobson becomes CEO and president.
- 1994 Whataburger records its first \$1 million day.
- 1995 The 500th store opens, making Whataburger the country's 8th largest hamburger chain.
- 1996 Whataburger hosts its first WhataGames competition.
- 1998 System-wide sales reach \$500 million.
- 1999 On May 6, Unit 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 August 8, Whataburger celebrates its 50th anniversary.
- 2001 The 77th Texas Legislature recognizes Whataburger as a Texas treasure.
- 2004 Whataburger Field, home of the Corpus Christ Hooks 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 winning 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 550 Calories or Less menu.
- 2013 After just launching in April 2011, Whataburger's Facebook page reaches one 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 www.whataburger.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.



In Our Community

Whataburger serves up the best burgers and friendly smiles 24/7, 364 days a year. The more than 26,000 Family Members that 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 that focus on:

- Children’s charities, especially with emphasis on education, disabilities and abuse prevention
- Cancer research
- Assisting the hungry
- Disaster relief
- Military support

Whataburger has made significant financial and in-kind contributions in each of these areas. In 2014, Whataburger has proudly supported nearly 150 organizations across 10 states from Arizona to Florida, including:

6 Stones Mission Network
 American Cancer Society of Bexar County
 American Cancer Society of Corpus Christi
 American Cancer Society of Florida
 American Cancer Society of Houston
 American Diabetes Association of Pensacola
 American Fallen Warrior Foundation
 American G.I. Forum Scholarship Ceremony
 American Legion of Crosby, TX
 American Red Cross of San Antonio
 American Red Cross of the Coastal Bend
 American Relay for Life of Brown County
 Arizona Blind for the Visually Impaired
 Arthritis Foundation of South Texas
 Athletes for Charity, Inc.
 Austin Fire Department Historical Society
 Avance
 Bay City Junior Service League
 Bay Education Foundation
 Baytown Parks & Rec.
 Be Kind
 Boy Scouts of America Buffalo Trail Council
 Boy Scouts of America Oklahoma City
 Boys & Girls Club of the Emerald Coast
 Boys & Girls Club of Harlingen
 Boysville
 Callahan Co. Sherriff’s Posse
 Campus Crusade for Christ
 Cedar Hill ISD Education Foundation

Child Advocates, Inc.
 Children in Crisis, Inc.
 Children’s Medical Center
 Citizens Development Center
 Communities in Schools Corpus Christi
 Communities in Schools San Antonio
 Coppell-Grapevine Police Fund
 Corpus Christi Fire Department
 Corpus Christi Live
 Corpus Christi Visitors and Convention
 Crosby Care, Inc.
 Cystic Fibrosis Foundation
 Dallas Tennis Association
 Del Mar College Foundation
 Dell Children’s Hospital
 Destin Trek
 Diocesan Telecommunication Corp
 Down Syndrome Association
 Escambia County Public School Foundation
 Fashions for a Cure
 Father Flanagan’s Boys Home
 Golden Hat Foundation
 Goodwill Industries of South Texas
 Gulf Breeze Elementary School
 Hawley High School Project Graduation
 Heroes for Children
 Hill Country Film Society
 HOOF
 Houston Food Bank

Impact Player Partners
 Incarnate Word Academy
 J.J. Watt Foundation
 Jersey Village High School Band
 Junior Achievement San Antonio
 Junior League of Panama City
 KIPP Inc.
 Lake Jackson Historical Association
 Leukemia & Lymphoma Society San Antonio
 Lifeworks
 Make-A-Wish San Antonio
 March of Dimes Panama City
 March of Dimes Pensacola
 March of Dimes Oklahoma City
 McNay Museum
 MDA of Baytown
 MDA of Houston
 MDA Muscle Walk of Panama City
 MDA of Corpus Christi
 MDA of Phoenix
 MDA of San Antonio
 Mental Health America of Texas
 Montgomery County Youth Services
 Mother Against Drunk Driving
 National Junior Tennis & Learning Center
 Navigation Area Business Association
 New Braunfels Fire Fighters
 North Texas Food Bank
 Northside Education Foundation
 Northside ISD Summer Feeding Kick Off
 NTX Lights Out Girls Basketball Team
 OK Children's Hospital Foundation
 Operation Homefront
 Panama City Beach Chamber of Commerce
 Pasadena Livestock Show & Rodeo
 Pensacola Area Chamber Foundation
 Pensacola Sports Association
 Phoenix Children's ABC Telethon
 Phoenix Children's Hospital Dance Marathon
 Phoenix Children's Partner Career Fair
 PKD Foundation
 Project Blue
 Project Quest4Success
 Pulmonary Hypertension Association
 Quilts for Kids
 Robert E. Lee High School AFJROTC Booster Club
 Sacred Heart Children's Hospital Foundation
 Salvation Army Jackson, MS
 Salvation Army San Antonio
 Sam Fore Wilson County Public Library
 San Antonio Chamber of Commerce
 San Antonio Food Bank
 San Antonio Hispanic Chamber of Commerce
 San Antonio Light House for the Blind
 Santa Rosa Kids' House
 Scotty's House Rock the Casa 5K
 Shotwell Middle School Book Club
 SIRE, Inc.
 SOONER Success
 South Texas Preparatory Academy
 Spring Branch FFA Alumni Association
 Spring TriClub, Inc.
 Susan G. Komen Dallas
 Susan G. Komen Northeast Central Louisiana
 Susan G. Komen San Antonio
 TEAMAbility
 Texas Baptist Home for Children
 The Algodon Club
 The ALS Association Texas Chapter
 The American Lung Association of Mississippi
 Transplants for Children
 UMC Foundation
 United Negro College Fund, Inc.
 United Way of Florida
 United Way of San Antonio and Bexar County
 United Way/Healthy Start
 USO Pensacola
 Victoria Business and Education Coalition
 Waco ISD
 Warlord Association
 Warrior's Weekend
 Weston Wright Light the Way 5K/10K Run/Walk
 Wharton County 4-H Program
 William Ludwikowski II Memorial Golf Tournament
 Windcrest Volunteer Fire Department
 Witte Museum Boot Scoot 5K
 YMCA of Metropolitan Dallas

The following are recent examples of Whataburger's local community support:

Local Food Banks

As a business that serves food daily, Whataburger partners with many local food banks to join the fight against hunger and increase hunger awareness. Food banks that Whataburger supports include: the North Texas Food Bank, Manna Food Pantries, the Houston Food Bank, St. Mary's Food Bank, Food Bank of the Rio Grande Valley, the South Plains Food Bank, the West Texas Food Bank, the San Antonio Food Bank – and many more. Whataburger provides event sponsorships, helps sponsor Hunger Action Month in September, and in addition, coordinates food drives to help these food banks fulfill their mission year-round.

American Red Cross

Whataburger provides disaster relief to the American Red Cross, both monetarily as well as in-kind, to areas affected across its restaurant system. Most recently, the company provided in-kind donations during the shootings at Fort Hood and offered support to a shelter after the Guthrie, OK fires. Event sponsorships are also provided throughout the year to help with local annual fundraising initiatives.

Down Syndrome Association of South Texas

Through our partnership with the Down Syndrome Association of South Texas, Whataburger believes in celebrating, recognizing and supporting individuals with Down Syndrome. Whataburger is a proud partner of the Annual Buddy Walk as well the H.U.G.S. (Help Us Give Support) Gala, which takes place on World Down Syndrome Day.

The Leukemia & Lymphoma Society®

Whataburger is a proud partner of the Leukemia & Lymphoma Society's Light the Night Walk. The walk celebrates survivors, supporters and loved ones who lost their battle with cancer. Whataburger joins the Leukemia & Lymphoma Society in providing hope and funds for cancer research.

Whataburger's Winter Wonderland

Whataburger began celebrating the holiday season with children from The San Antonio Children's Shelter, Respite Care and St. Peter-St. Joseph Children's Home in 2010. Each year, Whataburger's headquarters is transformed into a winter wonderland filled with games, food and treats, and more than 150 children of all ages are invited to be part of the amazing event. The Texas-sized holiday party includes special appearances from Santa, Whataguy and the Spurs' Coyote.

Our Presence Across 10 States

Whataburger serves more than 330 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

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
Ruston
Shreveport

MISSISSIPPI

D'Iberville
Gulfport
Jackson
Ocean Springs
Ridgeland
Vicksburg

NEW MEXICO

Albuquerque
Las Cruces
Roswell

OKLAHOMA

Altus
Ardmore
Bixby
Broken Arrow
Claremore
Durant
Edmond
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
Canton
Carrollton
Carthage
Cedar Hill
Cedar Park
Center
Channelview
Cleburne
Cleveland
Clute

TEXAS (continued)

Clyde	Grapevine	Lufkin	Rusk
College Station	Greenville	Lumberton	Sachse
Colony, The	Groves	Lytle	Saginaw
Columbus	Gun Barrel City	Magnolia	San Angelo
Conroe	Hallsville	Mansfield	San Antonio
Coppell	Harker Heights	Marble Falls	San Benito
Copperas Cove	Harlingen	Marshall	San Marcos
Corinth	Henderson	McAllen	Schertz
Corpus Christi	Hidalgo	McKinney	Schulenberg
Corrigan	Highland Village	Mercedes	Seabrook
Corsicana	Hillsboro	Mesquite	Seagoville
Crockett	Hondo	Mexia	Sealy
Crosby	Horizon City	Midland	Seguin
Cross Roads	Houston	Midlothian	Sherman
Cuero	Humble	Mineral Wells	Silsbee
Cypress	Huntsville	Mission	Sinton
Dallas	Hurst	Missouri City	Snyder
Decatur	Hutchins	Montgomery	South Padre Island
Del Rio	Ingleside	Mt. Pleasant	Spring
Denison	Ingram	Murphy	Stafford
Denton	Irving	Nacogdoches	Stephenville
De Soto	Jacksonville	New Braunfels	Strawn
Dickinson	Jasper	Odessa	Sugar Land
Donna	Joaquin	Orange	Sulphur Springs
Dripping Springs	Katy	Palestine	Sweetwater
Duncanville	Kaufman	Palmhurst	Taft
Eagle Pass	Keller	Palmview	Taylor
Edinburg	Kemah	Paris	Temple
Edna	Kerrville	Pasadena	Terrell
El Campo	Kilgore	Pearland	Texarkana
El Paso	Killeen	Pflugerville	Texas City
Elsa	Kingsville	Pharr	Timpson
Ennis	Kingwood	Plano	Tomball
Euless	Kyle	Pleasanton	Tyler
Falfurrias	La Feria	Port Aransas	Universal City
Floresville	La Grange	Port Lavaca	Uvalde
Forney	La Joya	Porter	Victoria
Fort Worth	La Marque	Port Isabel	Waco
Fredericksburg	La Porte	Portland	Watauga
Friendswood	La Vernia	Raymondville	Waxahachie
Frisco	Lake Jackson	Red Oak	Weatherford
Gainesville	Lakeway	Refugio	Webster
Galveston	Lake Worth	Richardson	Weslaco
Garland	Lancaster	Richmond	Westworth Village
Georgetown	Laredo	Rio Grande City	Wharton
Giddings	League City	River Oaks	White Oak
Gilmer	Lewisville	Roanoke	Whitesboro
Glenn Heights	Liberty	Robstown	Wichita Falls
Goliad	Live Oak	Rockport	Willis
Gonzales	Lindale	Rockwall	Willow Park
Graham	Livingston	Roma	Winnie
Granbury	Lockhart	Rosenberg	Woodlands, The
Grand Prairie	Longview	Round Rock	
	Lubbock	Rowlett	

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

I used to be an attendant at MDA camp!!! I can tell you firsthand, this week of camp is so much more to these kids (and to everyone) than a week of camp!! Please support MDA Summer Camp & send a kid to camp!! And THANK YOU Whataburger!!! I didn't need another reason to think you were the BEST, but I'm glad you chose to give me another one anyway!! — Jeni S., Texas

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! :-) Jared can eat Subway all he wants, I'll take a #1 all the way any day! — 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 330 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:

Jenny Gregorcyk

(512) 344-2037 direct

(512) 924-3024 mobile

jgregorcyk@hahnpublic.com

Brian Dolezal

(512) 344-2035 direct

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bdolezal@hahnpublic.com

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