Lalamove Adds Delivery Toppings to BURGER KING Online Orders

FAILED%20(Temporary%20file%20could%20not%20be%20copied.)

#1 On-demand delivery app sizzles with tasty fast-food giant partnership in Thailand

November 30th, 2017, Bangkok – US global fast-food chain BURGER KING has teamed up with Hong Kong-based on-demand delivery app and Thailand's top food delivery platform, Lalamove, to launch its new partnership in November 2017 that will ensure better delivery of perfectly flame-grilled burgers to online customers all over Thailand.

BURGER KING is the first fast-food burger restaurant chain to be added to the Lalamove delivery service and according to Chanon Klahan, Managing Director of Lalamove Thailand, this represents the delivery app's reputation and focus on expansion. "To be chosen to join forces with such a successful household name as BURGER KING is a true sign of confidence in what we can deliver business-wise and of course burger-wise! It also shows Lalamove's focus on building

strong partnerships as we grow. With our food-delivery network of drivers, we can definitely help stimulate demand as BURGER KING continues to expand into new delivery locations."

In October 2017, Lalamove announced its own plans for global expansion too, by setting its sights on a presence in more than 100 cities across Asia after securing USD100M Series C funding.

Prapat 'Patrick' Siangjan, General Manager at Burger (Thailand) Limited says, "BURGER KING has seen an opportunity to grow its customer base substantially. With the addition of an online food ordering channel, which is very popular today, BURGER KING can greatly expand its delivery zones."

"Thanks to Lalamove, which is Thailand's leading same-day delivery and logistics provider, this collaboration will enable us to meet the needs of our customers better than ever before. By steadily launching new menu items to satisfy the appetites of our increasingly sophisticated customers, BURGER KING has seen the burger market continuously grow and receive consumer good response, especially in Q1 and Q3 of this year."

"In 2018, we plan to increase the number of branches by another 15-20 more new outlets, each with an average investment of 25 million Baht, in Greater Bangkok and strategic provinces nationwide. BURGER KING's strong selling points will continue to be its focus on sourcing fresh, quality ingredients and creating unique menu offerings that will tantalize consumer taste buds, alongside our famous flame-grilled Australian beef for great-tasting deals at unbeatable prices."

With 16 branches already opened this year which brings the company to 89 outlets in total, (84 in Thailand and another 5 overseas), the BURGER KING brand is firmly established in this country. Consistently rolling out new restaurants in high potential locations enhances the brand and enables BURGER KING to extend its online delivery service zones to better meet growing consumer demand throughout Thailand. This is why BURGER KING chose to partner with the new Lalamove online delivery service as a part of its ongoing process to improve its online business as a whole.

To celebrate this new partnership with Lalamove, BURGER KING is currently running a promotion offering free delivery with orders of 500 Baht or more from December 1st – 29th 2017.

#####

Photo Caption (Left to Right: Prapat Siangjan, General Manager at Burger (Thailand) Limited, Santit Jirawongkraisorn, Regional Director -City Operations Lalamove, Chanon Klahan, Managing Director of Lalamove Thailand, and Tanakritt Kittipanachol, Marketing Director, Burger (Thailand) Limited)

About Lalamove
Founded in 2013, Lalamove has grown to be Asia's leader in "on demand delivery" platform for iOS and Android users. Originally created to dramatically improve last mile deliveries by providing a more efficient and transparent way for users and drivers to connect, Lalamove now hosts the largest delivery service area across Asia with operations in Hong Kong, Singapore, Bangkok, Taipei, Manila, Ho Chi Minh City and 96 cities in China. The number of registered users regionally has grown to more than 15 million in the past three years. In Thailand, the number of downloads is currently 500,000 with over 40,000 registered drivers.

About BURGER KING
BURGER KING "IT JUST TASTES BETTER". Every day, more than 11 million guests visit BURGER KING® restaurants around the world including Thailand. And they do so because our restaurants are known for serving high-quality, flame grilled beef, great-tasting burgers. BURGER KING® restaurants is also the home of the world-famous WHOPPER® sandwich, the signature recipe that includes flame-grilled beef, juicy tomatoes, crisp lettuce, creamy mayo, sweet tangy ketchup, onions and crunchy pickles on a toasted sesame seed bun that has made Whopper an iconic burger for fans of all ages.

For media enquiries and other information please contact:
Napaporn Sartjumroen (Jan) 099-2584428 at pr@brandnow.asia
Kachain Saengsuk (Chain) 091-8589912 at event@brandow.asia
Kittima Sethi (Tinny) 081-8262399 at kittima@brandnow.asia
Brand Now Co., Limited www.brandnow.asia T: +66 2 105 2017