

# Burger King Holdings Inc in Consumer Foodservice (USA)

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## Abstracts

Burger King ranked third in brand terms in burger fast food in the US behind McDonald's and Wendy's in 2012. The chain has long filled the second position behind McDonald's; however, Wendy's was able to surpass the brand in value terms in 2010 and Burger King fell further behind. In 2012, Burger King focused on improving its brand positioning in order to appeal to a wider range of potential consumers, including women and families. To this end, Burger King has attempted to reposition itself as...

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