



Published on *CKE Restaurants Investor Center* (<http://investor.ckr.com>) on 1/21/16 8:00 am EST

Carl's Jr. and Hardee's up the Ante in the Fast Food Value War with the \$4 Real Deal

Release Date:

Thursday, January 21, 2016 8:00 am EST

Terms:

[Carl's Jr.](#) [CKE](#) [Hardee's](#)

Dateline City:

CARPINTERIA, Calif.

New value offer features a Double Cheeseburger, Spicy Chicken Sandwich, fries, and a drink, all for only \$4

CARPINTERIA, Calif.--(BUSINESS WIRE)--Starting today, Carl's Jr.® and Hardee's® raise the stakes in the fast food value war with the introduction of the \$4 Real Deal, available at participating restaurants nationwide.

While most other quick service restaurant competitors currently offer value deals for \$4 featuring only one entrée sandwich, a single \$4 Real Deal from Carl's Jr. and Hardee's includes a charbroiled Double Cheeseburger and the popular Spicy Chicken Sandwich, both served with fries and a drink.

"The fast food industry hasn't seen this kind of a price war since the '90s, but other chains are now trying to fight the fight by promoting small amounts of food for a small amount of money. But, just because something's cheap doesn't mean it's a great *deal*," said Brad Haley, chief marketing officer for Carl's Jr. and Hardee's restaurants. "At Carl's Jr. and Hardee's, we're committed to offering our customers a value option that's the 'Real Deal,' with two sandwiches, including a charbroiled Double Cheeseburger and our famous Spicy Chicken Sandwich, plus fries and a drink for just four bucks. And there's no one better to help us communicate this 'Real Deal' in our new ad campaign than four-time heavyweight champion, Evander 'The Real Deal' Holyfield."

Carl's Jr. and Hardee's knockout commercial featuring iconic boxing champion, Evander "The Real Deal" Holyfield was developed by Los Angeles-, New York- and Amsterdam-based creative agency [72andSunny](#), and will air on TV nationally starting on January 23 as well as on the chains' YouTube channels.

Follow Carl's Jr. and Hardee's on Facebook (www.facebook.com/carlsjr and www.facebook.com/hardees), Twitter (@CarlsJr and @Hardees) and Instagram (@CarlsJr and @Hardees) for the latest product news and promotional offers. Download the Super Star® Rewards app from the [iTunes Store](#) and [Google Play](#) and check in to redeem Carl's Jr. and Hardee's products on the spot, save points for a high-value reward, check out the full menu, and use the store locator to find any Carl's Jr. or Hardee's in the U.S.

About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. After opening its first restaurants in New York and New Jersey this spring and recent international openings in Canada, Colombia and Guatemala, CKE now has a total of 3,652 franchised or company-operated restaurants in 44 states and 36 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits, Hand-Breaded Chicken Tenders™ and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 92 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit www.ckr.com or its brand sites at www.carlsjr.com and www.hardees.com.

Language:

English

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