



## **CARL'S JR. BRINGS BIG, JUICY CALIFORNIA-STYLE BURGERS TO GUATEMALA**

*Carl's Jr. introduces Guatemalans to its iconic burgers with the opening of two locations*

**CARPINTERIA, Calif. — April 14, 2015** - Burger lovers in Guatemala City can now enjoy a big, juicy California-style burger thanks to the continued expansion of premium burger chain, Carl's Jr.®. The Southern California-based company will open its newest Guatemala location at 7 Avenida 12-87 Zona 9 on April 15, 2015. Last month, Carl's Jr. opened its first restaurant in Guatemala in the Coronado Mall at Km. 15.5 Carretera a El Salvador, Centro Comercial Condado Concepcion, Food Court, Local 341 Santa Catarina Pinula. Both restaurants are operated by franchisee Grupo CJ, S.A., which is helping to bring Guatemalans Carl's Jr.'s famous, high-quality menu items and esteemed customer service.

To celebrate the opening of the Zona 9 location, the first 50 customers on Saturday, April 18 at 10 a.m. will receive coupons for "Free Food for a Year." In addition, prior to Zona 9's official opening, a special VIP/media "sneak peak" event will take place on April 14 from 1-3 p.m. offering media and other VIP attendees complimentary food samples, photo and filming opportunities with local celebrities and staff, as well as interviews with Carl's Jr. and Grupo CJ, S.A. representatives.

"Guatemala is an important market and we have every confidence in Grupo CJ, S.A.'s ability to successfully develop our brand across the country," said Ned Lyerly, President of International at CKE Restaurants Holdings, Inc. ("CKE"), parent company of Carl's Jr. "The opening of the first two Carl's Jr. restaurant locations in the country is a testament to Grupo CJ's commitment to the market and their desire to offer Guatemalans the best-in-class burger and service offering that only Carl's Jr. can provide."

"Carl's Jr. is answering the call for what Guatemalans love and value most in a dining experience – premium-quality food served with immaculate, friendly customer service at a great price," said Haroldo Soto, franchisee of Grupo CJ, S.A. "We're honored to help Carl's Jr. launch in this important market and look forward to Guatemalans enjoying their big, juicy California-style burgers."

The opening of Carl's Jr. in Guatemala marks the 34<sup>th</sup> country in which CKE Restaurants Holdings, Inc. operates restaurants internationally. Already a key player in the Latin American and Central American markets, Carl's Jr. continues to stand apart from other burger restaurants by offering freshly prepared, higher-quality menu items including its famous 100 percent Black Angus beef Thickburgers®, Hand-Breaded Chicken Tenders™ and Hand-Scooped Ice Cream Shakes™. Carl's Jr. also features a superior dining experience that includes menu items made fresh to order and served at your table, all in a modern, California-themed setting.

Carl's Jr. and its iconic smiling Happy Star® logo have been U.S. West-coast favorites for more than 70 years. Industry pioneer Carl N. Karcher and his wife, Margaret, using \$15 in savings and borrowing \$311 on their Plymouth automobile, purchased a single hot dog cart in 1941 in Los Angeles, Calif. The Karchers grew their small business to include four hot dog carts and opened Carl's Drive-In Barbecue in 1945. They eventually launched the first Carl's Jr. restaurant, so named because it was a smaller version of their sit-down restaurant, in 1956. From a lone hot dog cart, Carl's Jr. has grown to 1,476 units worldwide. Today, Carl's Jr. is best known for its sit-down restaurant quality burgers. Carl's Jr. hamburgers are charbroiled, never fried, giving them a more savory "grilled in your own backyard" flavor.

For more information on international franchise opportunities with Carl's Jr., please visit [www.carlsjrfranchising.com/international](http://www.carlsjrfranchising.com/international).

**Key facts about Carl's Jr. in Guatemala**

**Locations:**

- **Coronado Mall**
  - Address: Km. 15.5 Carretera a El Salvador, Centro Comercial Condado Concepcion, Food Court, Local 341 Santa Catarina Pinula
  - Hours of operation: Sunday-Thursday 10 a.m.-8 p.m., Friday and Saturday 10 a.m.-9 p.m.
- **Guatemala City**
  - Address: 7 Avenida 12-87 Zona 9
  - Hours of operation: 10 a.m.-10 p.m. daily
  - Special amenities: Drive-thru

**Menu features:**

- Carl's Jr.'s signature line of 100 percent Black Angus beef Thickburgers®
- High-quality, all-white-meat Hand-Breaded Chicken Tenders™
- Hand-Scooped Ice Cream Shakes™

**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. CKE has a total of 3,554 franchised or company-operated restaurants in 42 states and 34 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 81 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

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**Contact:**

Kathleen Bush  
CKE Restaurants Holdings, Inc.  
805-745-7741  
[kbush@ckr.com](mailto:kbush@ckr.com)

or

Jeanne Hoffa  
Coast Public Relations  
949-233-5372  
[jeanne@coastprgroup.com](mailto:jeanne@coastprgroup.com)