

Written by Angie Taylor

Tuesday, 27 August 2013 09:00

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Spicy new burgers for both brands, plus Buffalo Chicken Tenders at Hardee's, feature iconic Frank's® RedHot® Buffalo Wings Sauce

CARPINTERIA, Calif. – Aug. 20, 2013 – Just in time for the start of football season, Carl's Jr.® and Hardee's

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today announce new menu items featuring the bold flavors of spicy Buffalo wings. The Buffalo Blue Cheese Burgers at Carl's Jr. and Hardee's feature authentic Frank's RedHot Buffalo Wings Sauce, blue cheese crumbles, Swiss cheese, mayo, red onion, tomato and lettuce atop a charbroiled beef patty and served on a sesame seed bun. In addition, Hardee's is offering Buffalo Chicken Tenders dipped in Frank's RedHot Buffalo Wings Sauce with buttermilk ranch dipping sauce. The new burger and chicken tenders are available now at all Hardee's locations. The Buffalo Blue Cheese Burger will be available at Carl's Jr. starting tomorrow, Aug. 21.

"For most guys, football season isn't football season without Buffalo wings and burgers," said Brad Haley, chief marketing officer of Carl's Jr. and Hardee's. "So, since we're in the burger business, we began playing around with the unique flavors of Buffalo wings on a burger and found that the combination tasted great. The spicy, vinegar kick of authentic Frank's RedHot sauce is cooled down by the fresh produce and the creaminess of the blue cheese crumbles and Swiss cheese. It really is the best of both all-American classics coming together for the first time."

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For those who want their Buffalo wings on the more traditional side, Haley said, "At Hardee's, we're also dipping our popular Hand-Breaded Chicken Tenders in Frank's RedHot Buffalo Wings Sauce and serving them with a side of creamy buttermilk ranch dipping sauce to make really good boneless Buffalo wings. So, we've pretty much got your Buffalo wings cravings covered."

To capture the authentic taste of true Buffalo wings, Carl's Jr. and Hardee's turned to iconic hot sauce Frank's RedHot. Made with full-bodied cayenne peppers, vinegar, garlic and other spices, Frank's Original RedHot Sauce became a culinary legend when it was used on the very first buffalo wings created in Buffalo, N.Y., in 1964.

The Buffalo Blue Cheese Burger is available for purchase as a single, double or Six Dollar Burger or Thickburger starting at \$2.89 for the single and can also be ordered as a combo meal with fries and a drink. The Buffalo Chicken Tenders are available at Hardee's in three-piece and five-piece servings starting at \$3.49. Prices may vary by location.

The football-themed ad for the Buffalo Blue Cheese Burger, featuring the theme music from Monday Night Football, can be viewed on the brands' YouTube channels ( [www.youtube.com/carlsjr](http://www.youtube.com/carlsjr) and [www.youtube.com/hardees](http://www.youtube.com/hardees) ) and will start airing nationally at the end of August.

Stay tuned to Facebook and Twitter ( [www.twitter.com/carlsjr](http://www.twitter.com/carlsjr) and [www.twitter.com/hardees](http://www.twitter.com/hardees) ) for the latest on the flavor of the football season.

About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. is a privately held company headquartered in Carpinteria, Calif. As of the end of the first quarter of fiscal 2014, the company, through its subsidiaries, had a total of 3,347 franchised or company-operated restaurants in 42 states and 28 foreign countries and U.S. territories worldwide, including 1,391 Carl's Jr.® restaurants and 1,951 Hardee's® restaurants. For

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more information about CKE Restaurants Holdings, 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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