



Digital displays were also installed in all units to improve communication with customers.

In addition, investments were made in 2013 to place Play King Virtual in the Cascais, Mem Martins and Póvoa de Varzim venues. As a result, newer customers can enjoy 25 virtual, interactive games that are revamped quarterly.

Another important platform launched in 2013 was the online satisfaction survey, “[minhaexperiencia.com](http://minhaexperiencia.com)”. On this platform, customers are invited to provide feedback about their experience at Burger King, which is an important added value to the process of enhancing the service provided by the brand, as part of its continuous drive to improve.

To thank customers for the time they spend responding to the survey, customers are offered a Whopper or a Long Chicken with the purchase of French fries and a beverage.

Furthermore, teams are trained through the international BK Foundations training programme, which aims

to create school-shops as a pillar of growth.

With the launch of new products in the gourmet hamburger segment, a segment in which Burger King has been a pioneering specialist, the company reaffirmed its innovative spirit with the launch of the BEANBURGER, a proprietary Burger King “hamburger” which once again reveals the brand’s initiative in offering vegetarian products.

As is now habitual, a customer may request a tour of the kitchen at any of the brand’s units. The customer really is the KING and when they visit the restaurants they have the right to learn about the brand’s quality policies and to witness the care that goes into making their meals. This is further reflected by the certification of the brand’s units to APCER and ISO 22000, which entail an extremely rigorous quality assessment process. To lessen environmental impact, Burger King wraps its sandwiches in recycled paper, thereby reducing waste volumes. The oil used in our establishments is also recycled, and later transformed into biodiesel.