



NEW



BURSTIES





HUNGRY JACK'S AND JELLY BELLY CREATE THE DRINK OF THE SUMMER

The burger experts and gourmet candy gurus make a splash this summer with new Bursties and Frozen Drinks range.

Hungry Jack's has collaborated with the world-famous candy makers Jelly Belly® to launch a range of Bursties and Frozen Drinks that are sure to tantalize the tastebuds and serenade the senses of even the fanciest of candy connoisseurs.

The new Bursties are set to bring to life the fun, intense and fruity flavours of the world-renowned Jelly Belly gourmet jelly beans that Australians know and love. Mix these bursting bubbles of juicy fruit flavours with Hungry Jack's famous ice-cold, cravable Frozen Drinks and you're all set for a summer of fun.

Coming to a Hungry Jack's near you is three new Jelly Belly Bursties flavours – Watermelon, Grape, and Blueberry. Each authentic and intense flavour is true-to-life and brings a fruity burst of joy with every sip. Enjoy each of the three flavours on their own or opt for the Jelly Belly Fruit Bowl Bursties, an experience that combines all three gourmet flavours for a magical taste of summer.

To further enhance the taste sensation and take Aussies on a sensory adventure, Hungry Jack's is adding a new Frozen Drink flavour to their line-up...introducing Sour Fizz Tingle Frozen Drink. The fun doesn't stop there, Hungry Jack's is also bringing back one of their fan favourite Frozen Drink flavours, Bubblegum!

Both new mouth-watering Frozen Drink flavours can be mixed and matched with any of Jelly Belly Bursties to create a custom flavour sensation. Whether you love the thrill of sour fizz tingle or the nostalgia of bubblegum, pair this with your favourite soft, chewy, exploding, bursts of juicy fruit flavours and make the perfect flavour combination to sip on all summer long.

Hungry Jack's Chief Marketing Officer, Scott Baird said:

"We strive to innovate our Bursties and Frozen Drinks range to create interesting and delicious flavour combinations that define summer. Jelly Belly is one of the most iconic candy brands across the globe and they continue to push the boundaries when it comes to experimenting with flavours and creating candy that keeps people coming back for more. We couldn't think of a more perfect brand to collaborate with to create the perfect thirst quencher as the weather heats up, and we know Australia is going to love them as well."

Hungry Jack's Jelly Belly Bursties and Frozen Drinks are available exclusively, both in-store and drive-thru, at Hungry Jack's nationwide from today.

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