

JENKEM



**JENKEM
SAUCE**

POPEYES® LAUNCHES “JENKEM SAUCE™” IN COLLABORATION WITH PREMIER SKATEBOARDING MEDIA BRAND, JENKEM MAGAZINE

“Never stop dipping Jenkem Sauce™.”

NEW YORK (April 29, 2019) - Popeyes® Louisiana Kitchen, a division of Restaurant Brands Multinational, Inc. (NYSE: RBM), today announced its collaboration with the award-winning skateboard media brand, Jenkem Magazine, to release Jenkem Sauce™, a BBQ-style dipping sauce directed at the emerging skateboard audience. This new sauce embraces the bold style of East Coast skateboarding by combining smoky BBQ flavor with tangy hints of sweet and salty.

Whether you're an old pro or you've never stepped on a skateboard in your life, Jenkem Sauce™ is guaranteed to kick you in the teeth with flavor.

“Skateboarders are often eating on a budget, and Popeyes has always been proud to offer affordable, satisfying meals to skaters for decades,” said Pete Clifford, President of Popeyes North America. “With this new sauce, we're showing skateboarders that we're glad to support them and give them energy to express themselves creatively, on and off the board.”

In staying true to Jenkem's NYC brand, the limited-edition offering will be available exclusively in select skateboard stores and Popeyes restaurants along the East Coast.

“I actually used to skate myself,” Mr. Clifford said, “so I know how important it is to partner with real skateboarders anytime a company wants to get involved in the scene. And with their thought-provoking content and fun-loving attitude, Jenkem was the perfect fit for this collaboration.”

About POPEYES®

Founded in New Orleans in 1972, POPEYES® has more than 40 years of history and culinary tradition. POPEYES® distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain's passion for its Louisiana heritage and flavorful authentic food has allowed POPEYES® to become one of the world's largest chicken quick service restaurants with over 3,000 restaurants in the U.S. and around the world. To learn more about the POPEYES® brand, please visit the POPEYES® brand website at www.popeyes.com or follow us on Facebook, Twitter and Instagram.