



## FOR IMMEDIATE RELEASE

### **Burger King® and Toei Animation Join Forces to Launch New *Dragon Ball Super* Menu**

*The collaboration features exclusive new menu items and figurines available nationwide starting September 1*

**MIAMI, FL, September 1, 2026** – [Burger King®](#) is bringing the cosmic energy of the anime multiverse straight to your taste buds. In celebration of one of the most beloved anime franchises, *Dragon Ball Super*, Burger King is launching a limited-time menu packed with bold flavors and immersive packaging designed to delight fans of all ages.

Beginning September 1 at participating Burger King restaurants nationwide while supplies last, Guests can enjoy the “Dragon Ball Super Power Up Pack” which includes:

- **10-piece Chicken Nuggets with New Super Saiyan Sauce:** The new and improved crispy chicken nuggets, made with white-meat served alongside Super Saiyan Sauce – a sweet, savory and tangy teriyaki-style sauce inspired by the beloved *Dragon Ball Super* character.
- **Dragon Ball Burst Lemonade:** A refreshing Mango Peach Lemonade with juicy Mango flavored Popping Boba that brings the magic of the Dragon Balls to every sip.
- **Medium Fry:** Classic French Fries served hot and perfectly salted.
- **Dragon Ball Super Figurine:** 1 of 6 exclusive character figurines, including Goku, Super Saiyan God Super Saiyan Goku, Vegeta, Super Saiyan God Super Saiyan Vegeta, Piccolo, and Beerus.

The “Dragon Ball Super Power Up Pack” also features limited-time packaging and a *Dragon Ball Super* Crown.

Kids can join the adventure, too! A *Dragon Ball Super* themed King Jr.® Meal arrives at participating restaurants nationwide, giving younger fans the opportunity to power up their play. Each meal includes a choice of Hamburger, Cheeseburger, or 4 or 6 pc. Chicken Nuggets, plus a side, drink, themed crown, and one of six figurines, while supplies last.

“At Burger King, we’re always looking for ways to create experiences that go beyond the meal,” said Joel Yashinsky, Chief Marketing Officer, Burger King U.S. & Canada. “*Dragon Ball Super* has inspired generations, and this collaboration gives families a fun, unexpected way to engage with a world they love while enjoying delicious new and innovative menu items that are fun for fans of all ages.”

Guests can embark on their journey to self-mastery by ordering the *Dragon Ball Super* themed menu in-restaurant, at the drive-thru, on [BK.com](#) or through the BK App.

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### **About *Dragon Ball Super***

*Dragon Ball Super* is the fifth episodic series from Dragon Ball, the global hit anime franchise created by Akira Toriyama and produced by the legendary studio Toei Animation. When it originally premiered in Summer 2015, *Dragon Ball Super* signified the first new Dragon Ball storyline in more than 18 years. The series was an instant hit with audiences and propelled the popularity of the Dragon Ball franchise globally – with both lifelong fans and a new generation of children and teens. The most recent Dragon Ball film, *Dragon Ball Super: Super Hero* (2022), is the 21<sup>st</sup> film from the franchise, which follows the events of the *Dragon Ball Super* series and is a sequel to the preceding movie *Dragon Ball Super: Broly* (2018).

### **ABOUT BURGER KING®**



Founded in 1954, the Burger King® brand is a global quick service hamburger chain known for food quality and value and as the only place Guests can get the iconic flame-grilled Whopper® sandwich. The Burger King system operates more than 19,000 locations in more than 120 countries and U.S. territories. Nearly all Burger King® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the Burger King brand, please visit the official brand website at [www.bk.com](http://www.bk.com) or the newsroom at [news.bk.com](http://news.bk.com), and follow us on [Facebook](#), [Instagram](#), [X](#) and [TikTok](#).

#### **ABOUT TOEI ANIMATION**

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation's top properties, including franchise series Dragon Ball, Sailor Moon, ONE PIECE, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation's Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit [toei-animation-usa.com](http://toei-animation-usa.com).

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