



NEWS RELEASE

# Chili's® Takes Another Swing at Fast Food with the Debut of the All-New Big QP Burger to its 3 For Me® Menu

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Along with the burger launch, Chili's is also helping diners offset outrageous fast food prices with Fast Food Financing for those moments when a Chili's just isn't in reach

DALLAS, April 15, 2025 /PRNewswire/ -- As consumer frustration grows faster than the cost of a drive-thru meal, **Chili's Grill & Bar** is once again coming to the rescue with the addition of the Big QP burger to its 3 For Me menu. While Chili's has the best value in the industry, the fan-favorite grill & bar also recognizes that guests can't always find themselves at Chili's. So, when there is truly no other choice but fast food, Chili's is helping diners offset the outrageous cost of fast food and calling out those pricey "value" meals yet again with Fast Food Financing, a limited-time in-person pop-up experience.

On April 16 and 17, fans can stop by the pop-up experience at 37 Union Square West New York, NY 10003 from 11 a.m. to 5 p.m. EST. Located next to a popular fast food restaurant, Chili's Fast Food Financing was created with one mission in mind: to be the solution to the insanity of today's outrageous fast food prices. Guests will be welcomed into the immersive space where they will go through a process that simulates a financing store experience. Once "approved", eligible guests will receive a gift card (while supplies last) to help offset the insane cost of a fast food combo meal and then gain access to a Chili's speakeasy where they can try the all-new Big QP burger with fries, bottomless chips and salsa, and a bottomless drink to see firsthand how Chili's provides a better value than fast food.

"We believe Chili's 3 For Me menu, starting at just \$10.99, has been the best value in the industry since we

introduced it in 2022, and we just made it even better with the new Big QP burger, featuring a fast food flavor profile our guests will recognize," said George Felix, Chili's Chief Marketing Officer. "But for those times when you can't get to a Chili's and find yourself settling for the drive-thru, we opened Fast Food Financing to help customers in their time of need."

Chili's continues to make its 3 For Me menu even more value-packed with this latest introduction of the Big QP. The new burger features familiar fast food flavors with two slices of American cheese, mustard, ketchup, pickles, diced onions and 85% more beef than a Quarter Pounder® with Cheese\*. Starting today, the Big QP is available at Chili's locations nationwide as part of the 3 For Me menu, featuring bottomless chips and salsa, an unlimited fountain drink and the Big QP with fries for just \$10.99 – a dining experience that's less expensive than a comparable meal at McDonald's.

The Big QP joins Chili's 3 For Me menu alongside the Big Smasher, which was introduced last year and has twice the beef of a Big Mac® \*\*. Chili's is proving once again that the best value doesn't come from a drive-thru.

Guests who are not in New York City to visit the pop-up experience in person can also get in on Fast Food Financing with social giveaways on X. Fans can follow Chili's for more information. To learn more about Fast Food Financing, visit [fastfoodfinancing.com](https://www.fastfoodfinancing.com), and to find a Chili's near you, visit [chilis.com](https://www.chilis.com).

## About Chili's® Grill & Bar

Hi, welcome to Chili's! We are a leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT). We are known for our Big Mouth Burgers®, Chicken Crispers®, full-on sizzling fajitas, and hand-shaken margaritas. We take our food seriously – but not ourselves – because dining out should feel like a celebration even if there is nothing to celebrate. Our passion is making everyone feel special, and every day, our ChiliHeads make it their job to spread #ChilisLove across almost 1,600 restaurants in 29 countries and 2 territories. And Chili's cares. We host local Give Back Events to support kids, education, and hunger and have raised more than \$110 million benefiting St. Jude Children's Research Hospital through generous guest donations. Find more information about us at [chilis.com](https://www.chilis.com), follow us on X or Instagram, like us on Facebook, or join us on TikTok.

## About Fast Food Financing and the Big QP Burger

Fast Food Financing is a promotional campaign (the "Campaign") by Brinker International Payroll Company, L.P. ("Brinker"). No actual loans or financial services are being provided through this Campaign. No purchase necessary; gift cards available to eligible participants while supplies last. Must be 18+ to participate. All gift card prizes are non-transferable, non-refundable, and cannot be exchanged for cash. Gift cards are subject to the terms and conditions printed on the applicable gift card prize. This promotion is in no way affiliated with any financial institutions or lending entities or any restaurant or brand other than Chili's Grill & Bar. Brinker reserves the right to modify, suspend, or terminate the Campaign at any time without prior notice. Big QP stands for "Bigger than a Quarter

Pound" – a size many fast food rivals use for their patties.

\* Quarter Pounder® is a registered trademark of McDonald's Corporation. Comparison made based on the Big QP burger pre-cooked patty weight of 7.5oz vs. Quarter Pounder® pre-cooked patty weight of 4oz.

\*\* Big Mac® is a registered trademark of McDonald's Corporation. The comparison is made based on the Big Mac's pre-cooked patty weight of 3.2 oz (collectively) vs. the Big Smasher pre-cooked patty weight of 7.5oz.

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