

Burger King and @Dylantero invite all Twitch fans to cook their own Whopper online

Issued by [Burger King](#)

17 May 2019

The pioneer initiative, targeted to the 1.5 million Twitch users in Chile, wants to bring them all together so their comments build a custom burger which will be sold at selected Burger King restaurants.



Santiago, 15 May. For the #InternetDay, celebrated on 17 May, Burger King and the Chilean streamer @Dylantero invite all Twitch users to join forces to create the first virtual Whopper to be brought to real life.

“Twitch Cooks a Whopper” is a never-before-seen initiative by Burger King who teamed up with the streamer @Dylantero, one of the main gamer figures in Chile (258,000 followers on Twitch, 385,000 fans on Instagram and over a million followers on Youtube).

To join in, users who have a Twitch account must follow Burger King Chile (https://www.twitch.tv/burgerking_chile) and tune in to their channel. Through comments they’ll be able to up vote ingredients across an array of choices: Whopper meat, chicken patty, avocado, tomato, mayo, lettuce, onion, onion rings, pickles, bacon, cheese, ketchup and BBQ sauce.

"We want everyone who use Twitch to take their imagination to the max, no matter the outcome. Because even if 'Twitch Cooks a Whopper' turns out the weirdest result, we still want Chile to turn into the first country to bring a virtual burger to life thanks to the people on internet," claims Soledad Fantuzzi, Burger King Chile's Marketing Manager.

Dylantero and the regional Twitch team, alongside advertising agency Wolf BCPP will be in charge of the experiment, to be held on Friday, 17 May at 21:00 (GMT -4), looking to join forces with the more than 1.5 million chilean users on the social network (according to a study held by IMS and Twitch Brasil), and bring "Twitch Cooks a Whopper" to life to get a real-life taste of the first-ever Twitch Whopper.

- **Burger King discovers a Whopper 6,500 light years away** 22 Apr 2024
- **Burger King South Africa celebrates local talent with the Suidoosterfees** 15 Mar 2024
- **Burger King is going the X-Tra Mile to give away X-Traordinary prizes** 27 Oct 2023
- **Burger King introduces a sizzling new addition: Black Mamba Peri-Peri Sauce** 5 Oct 2023
- **South Africa's favourite burger delights taste buds at Burger King** 23 May 2023



[Burger King](#)

Welcome to BURGER KING® South Africa, the HOME OF THE WHOPPER®.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>