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James E. Muellenbach III, CEO of Burger Planet Co.
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HEALTHY ALTERNATIVES COMING SOON TO BURGER PLANET

Burger Planet hires fitness guru Jayne Petersen to help promote healthy additions to the current menu.

GARY, IN—Known for its simple menu consisting of burgers, fries and soda, Burger Planet is branching out and adding more items to their menu for those seeking a healthier lifestyle, while still enjoying that Burger Planet taste.

“Burger Planet is committed to offering healthy choices on its menu,” said CEO James E. Muellenbach III, “We listen to our customers. And our customers desire healthy choices, of which we offer many.” Some of the additions to the menu include a wide variety of fruits such as: apples, grapes, peaches, pineapple and bananas.

To show their commitment to offering the public healthy alternatives, Burger Planet has hired fitness guru Jayne Petersen to help promote the additional menu items. “Burger Planet has been a leader in the Quick Service Restaurant industry in offering healthy menu choices,” said Petersen, “Women can have a burger and fries now and then as long as they are active and also try some of Burger Planet's exciting new menu choices, such as the fruit packages.”

Burger Planet was founded by James Muellenbach I in 1934. It is headquartered in Gary, Indiana and employees 48,272 people.

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