

## Fat Hippo fans prepare for the ultimate CHEEZ-HIT with the Cheez-It Cheez-Hit Burger

- Fat Hippo and 100% cheese baked snack brand, Cheez-It®, collaborate to launch new limited edition 'Cheez-It® Cheez-Hit Burger'
  - Starring Cheese, Sour Cream & Onion Cheez-It®, fans are promised an unmistakable cheesy crunch with every mouthwatering bite
- Burger lovers have until 31<sup>st</sup> May to get their hands on it, available to dine in, as well as Click+Collect and on all delivery platforms



**Monday 28<sup>th</sup> April:** Roll up your sleeves and get stuck in as Cheez-It® and Fat Hippo announce the ultimate collaboration. Between 6<sup>th</sup> - 31<sup>st</sup> May, burger lovers can head down to ANY Fat Hippo restaurant to experience the NEW 'Cheez-It® Cheez-Hit Burger'.

The 'Cheez-It® Cheez-Hit Burger' is the perfect combo of spicy chilli and tangy sour cream, and Cheez-It® Snap'd, the snack baked with 100% real cheese, providing that distinctive cheesy crunch with each succulent bite.

The burger was crafted by deconstructing and reconstructing favourite Fat Hippo flavours, drawing inspiration from the hit US snack Cheez-It® and its Cheese, Sour Cream & Onion variety - fitting perfectly within Fat Hippo's best-selling beef burger category.

The 'Cheez-It Cheez-Hit Burger' starts with a juicy, premium double beef patty, grilled to perfection. It's then topped with a generous portion of chilli cheese sauce, infusing every bite with a satisfying kick.

A dollop of cool sour cream and chive adds a refreshing contrast, while a touch of mustard brings a subtle tang that ties it all together. Finally, Cheez-It® are added to the burger, delivering that unmistakable cheesy crunch.

Since launching in the UK in August last year, Cheez-It® has taken UK cheese lovers by storm. Cheez-It® Snap'd are available in three flavours (Double Cheese, Cheese & Chilli, and Cheese, Sour Cream & Onion) and are baked (not fried) with 100% real cheese, offering the nation's biggest fans of the yellow stuff an unforgettable cheesy and satisfying crunch.

**Rui Frias, Senior Marketing Manager, Cheez-It ®, said:** "We know the UK are cheese OBSESSED. So, this is a brie-lliant way to feed that obsession - with a succulent, masterfully created Fat Hippo 'Cheez-It® Cheez-Hit Burger'. We know our fans won't be able to resist a bite! We are delighted to be partnering with Fat Hippo to make sure our fans can get a taste for Cheez-It® in new and exciting ways."

**Nick Fountain, Head of Marketing, Fat Hippo, said:** "Imagine the perfect harmony of spicy chilli, American cheese, tangy sour cream and chive, succulent beef, a zesty hint of mustard AND the irresistible cheesy crunch of Cheez-It®. Each component shines on its own, but when combined, they create an unforgettable taste experience. Our burger lab has masterfully blended these bold flavours, using the iconic Cheez-It® as the foundation for a burger unlike any other. We wanted to create a burger that celebrates bold, complementary flavours while staying true to the spirit of innovation, and what better way to do this than with Cheez-It®."

The 'Cheez-It® Cheez-Hit Burger' will be available from 6<sup>th</sup> to 31<sup>st</sup> May, exclusively at all Fat Hippo locations for dine in, as well as Click+Collect and on all delivery platforms.

**ENDS**

For more information about Fat Hippo and their specials menu visit:

Website → [fathippo.co.uk](http://fathippo.co.uk)

Facebook → @fathippofood

Instagram → @fathippofood

TikTok → @fathippofood

### **About Fat Hippo**

Fat Hippo is an independent burger restaurant group specialising in the best burgers and dirty fries.

Born in 2010 with roots in Newcastle Upon Tyne, Fat Hippo burger restaurants live all over the UK. Recognised for quality ingredients and quirky flavours, the company is all about 'good old fashioned, roll up your sleeves and get it all over your face' food.

Fat Hippo's signature beef and buttermilk chicken burgers come with free fries as standard. As well as a carefully designed range of vegan, gluten-free and dairy-free options available, the family-friendly burger joint has a great value kids menu.

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