

# KRYSTAL® OFFERS 59-CENT DAY WITH TWO BRAND FAVORITES ON MAY 18

*Krystal is giving fans a reason to celebrate with .59-cent day by offering specials for breakfast, lunch and dinner.*

ATLANTA, GA, UNITED STATES, May 17, 2016 /EINPresswire.com/ -- With value on everyone's mind, [Krystal®](#) - the restaurant chain known for its iconic small, square burgers - is giving fans a reason to celebrate by hosting a 59-cent day with breakfast, lunch and dinner. On Wednesday, May 18, guests can enjoy their Krystal® breakfast favorite, the Sunriser, for just \$0.59 from 6 am to 11 am. Guests can come back for the brand's classic Krystal® burger also for \$0.59 from 6 am to midnight. The 18-hour promotion is the brand's way of bringing delicious deals to everyone no matter their favorite meal time. These offers are valid only on Wednesday, May 18 at participating Krystal® locations.



Chief Marketing Officer Jason Abelkop illustrates how Krystal® can engage in community initiatives with other giant brands in the industry.

"Our guests love a good deal and what better way to treat them to one than with a 59-cent Day," said Alice Crowder, Vice President of Marketing for Krystal®. "With the success of happy hour deals every day from 2-5 pm, we decided we'd offer a little extra by adding a breakfast favorite and helping folks save – and savor – all day long."

To top off the great price on these Krystal® classics, there's also no limit on how many may be purchased. The Sunriser is the original Krystal breakfast sandwich. It features a savory Smithfield® sausage patty, real scrambled eggs and a slice of melted American cheese served on a steamy hot bun. The famous Krystal is what launched the brand, with its 100 percent USDA beef patty that's grilled to perfection and topped with diced onions, mustard and dill pickle, also served on the signature bun. The 59-cent Day is good while supplies last, so Krystal® lovers should get them while they're steamy.

For more information on Krystal, visit [www.Krystal.com](http://www.Krystal.com). While online, sign up for the Krystal Club to stay in the know on other deals and news.

## About The Krystal Company

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic

square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

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