

Burger King to Add Mobile Payment Option

(AP) — [Burger King](#) [1] is going mobile.

The fast-food chain said Wednesday that it will soon begin accepting payments and offering discounts through mobile devices.

Burger King says it will unveil a new app in April that customers can use to buy burgers at more than 7,000 U.S. locations. Eventually, the company plans to add other features, such as the ability to pre-order food.

The company says the app will provide convenient payment options for customers and critical information on consumer habits to the company.

Mobile payment services are gaining in popularity — Starbucks estimates one of out of 10 purchases made in its stores are now done with its mobile app.

Shares in Miami-based Burger King Worldwide Inc. fell 45 cents to close at \$26.47.

Also read: [Burger King's Satisfries Help Boost Sales](#) [2]

Source URL (retrieved on 01/29/2015 - 3:53pm):

<http://www.foodmanufacturing.com/news/2014/03/burger-king-add-mobile-payment-option>

Links:

[1] <https://twitter.com/BurgerKing>

[2] <http://www.foodmanufacturing.com/news/2014/02/burger-king%E2%80%99s-satisfries-help-boost-sales>