

Whoppercoin: Burger King launches its own cryptocurrency

By  Hadlee Simons

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Ever wanted to eat fast food and invest in cryptocurrency at one place? No? What's wrong with you? Anyway, Burger King has announced the formation of a new cryptocurrency in Russia, dubbed Whoppercoin.



Image credit: [Burger King Russia VK page](#)

Based on the [Waves](#) platform, Whoppercoin “will be used to reward customers for their purchases, and can be used to buy burgers in return when enough have been accrued”, read an excerpt on the [Waves Community](#) website. It seems like just another rewards system at first glance.

One billion Whoppercoins have been issued, with consumers receiving one for every rouble spent. Want a Whopper burger? It'll set you back 1700 Whoppercoins.

The one key differentiator from standard rewards is that, being a form of cryptocurrency, it can be traded and transferred online.

“Now Whopper is not only burger that people in 90 different countries love – it's an investment tool as well. According to the forecasts, cryptocurrency will increase exponentially in value. Eating Whoppers now is a strategy for financial prosperity tomorrow,” said Ivan Shestov, head of external communications at Burger King Russia.

It's too early to say whether this is indeed a viable strategy or whether Shestov was telling a whopper (heh).

Anyway, an app is scheduled to be launched for Android and iOS next month.

ABOUT HADLEE SIMONS

Hadlee Simons is an editor at Menemba. Terrible puns make Hadlee difficult to work with, but he brings almost seven years of tech journalism experience to the table. When he's not at work or watching motorsport, he's in the foetal position on a jiu jitsu mat.

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