



# Use your Swedish passport as a stamp card at Burger King®

**At the moment, one of the most powerful passports won't even take you to neighbouring Denmark.**

The 2019 edition of the [Henley Passport Index](#) ranked Sweden's passport as the second best in the world as it provides visa-free or visa-on-arrival access to 187 countries, more than that of international heavyweights like the UK, US, and China. But that was before COVID-19.

The Swedish response to COVID-19 has repeatedly suffered criticism for being too relaxed, and many countries that have re-opened for travel don't welcome travelers from Sweden in particular.

Now, *Burger King®* Sweden offers Swedes an alternative way to make use of their now dust collecting passports.

By letting them be repurposed as a stamp cards in their restaurants.

Instead of your regular passport stamp, you'll get a stamp that gives you a burger of your choice from the brand new World Gourmet-series – burgers inspired from different regions in the world. First out are burgers inspired by Argentina and France.

*– As the Swedish State Department still recommends citizens not to travel we'll let people repurpose their passport to experience tasty foreign flavours for free here in Sweden, says Daniel Schröder, Marketing Director at *Burger King®* Sweden*

For each new stamp, you'll get another burger.

The campaign is made by *Burger King®*'s Scandinavian agency INGO Stockholm.

## HOW IT WORKS:

- » Bring a passport to your closest *Burger King®*. Only Swedish passports are accepted.
- » It now works as a stamp card, each stamp in your passport will give you a burger from the World Gourmet-series.
- » Max 5 stamps per passport. And you can only collect one burger per day.

# PRESS RELEASE

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## Film:

<https://youtu.be/a6lnKbgXSN4>

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## Disclaimer

**Please note that your passport may become unusable if you choose to stamp it.** Burger King® takes no responsibility if your passport becomes unusable. Only valid for Swedish passports. The burger has a value of SEK 79 and the campaign is running for a limited time. See more information and full terms and conditions [here](#).

## About BURGER KING®

Burger King is one of the largest restaurant chains in the world, with more than 16,000 restaurants in 86 countries, of which 135 restaurants are in Sweden. 90 percent of Burger Kings restaurants around the world are owned and driven by independent franchisees. Many are family-owned that have been around for decades. Follow us on Facebook and [www.burgerking.se](#)