

Burger King creates pumpkin burger for Japanese eateries

By Huffington Post

In *New York* magazine, Felix Salmon posted last week that pumpkin was the new bacon. We disagreed – bacon is a year-round obsession whereas pumpkin just gets popular in the autumnal months. But maybe Salmon is right about one thing – the pumpkin obsession seems like it is reaching new heights this year. More proof comes in the form of Burger King Japan's awesome new creation of a pumpkin burger.

Brand Eating reports that the burger contains two slices of kabocha (commonly known as Japanese pumpkin but yes we understand that it is technically squash), bacon, lettuce, a beef patty and a creamy nut sauce with sesame seeds, peanuts, almonds, cashews and hazelnuts. Also, the bun is meant to be shaped like a pumpkin!

The burger will be available for a limited time starting October 26 and will cost about \$3.90. There's also a "pumpkin bomb" option which offers 10 slices of pumpkin for only about \$1.25 more. Or, you can just order pumpkin slices as an optional topping for any burger for about 75 cents.

While we admit that some of Burger King Japan's offerings may not be so successful in America (we're looking at you, black bun burger), a pumpkin burger seems downright genius. Could there be a better way to capitalize on pumpkin mania than to combine it with both bacon and ground meat? Burger King Japan, we tip our hats to you.