

BREAKFAST FAUX PAS • RISE AND SHINE WITH A... KEBAB! HAS TO BE SEEN TO BE BELIEVED

# IMPROPER!

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**HOLY CREPE! IT'S...  
THE CROYDON  
CROISSANT CREW!**



**CEREAL KILLER!  
WHAT THE???**



**'HEALTH' BAR  
HOWLER**

**Sugary snack  
addiction not as  
sweet as  
you think.**

# PORK PIE PALAVER

\*THIS IS AN ADVERTISEMENT

# PUTNEY'S PORK PIE PLONKER

Hang on, isn't it 8:30am? Why's this bloke eating a pork pie and scotch egg? Oh, we get it. He's lost the plot. Gone a bit doo lally. Yep, nothing says 'knock knock curly wurly cuckoo' more than purple socks, sandals and court jester hair. What's for lunch pal, bicycle inner tubes on toast?



# CROYDON CROISSANT CREW

There are more security cameras in Croydon than in New York. Not surprising when you realise the south London suburb is home to the country's most notorious gang of pastry pushers – the CCC. Watch out guys, we know who you are. So will everyone else when you start wearing blue and white striped jumpers and strings of onions round your necks.



# MUFFIN MADNESS FOR MULLETMAN

It's hard to say what's worse – this Portsmouth chap's terrible hair or his terrible breakfast. What does he think a.m. stands for anyway? 'Alimentary malpractice'? 'Appalling morning'? In his case, obviously both. But for everyone else it's Latin for before midday. And like everyone else, what mulletboy here should be eating in the a.m. is an 'appropriate meal', not that 'awful muffin'.



# CUMBERLAND SAUSAGE SAVED MY LIFE

I got fired from my job in a sewage plant. My problem was breakfast. Sometimes a crepe, sometimes a muffin, but never a proper breakfast worth getting out of bed for. I just lay there wondering what to eat, making myself late. Then a mate told me about a new Cumberland Sausage Butty from Burger King that would start my day right. Just as well, because my new job as a lingerie catalogue photographer pays 10 times the old one. And I go out with my boss, a former Miss World. Thanks to my proper sausage I rise and shine every day.'



**OUR CAMERAS HIT THE STREET TO FIND OUT WHAT'S PROPER.**

**PIZZA SWAPPERS**



**IMPROPER**



How cute! Don't Mr. Postie and Ms. Meter Maid make a perfect couple? A perfect couple of twerps that is. Feeding each other pizza for breakfast. How cheesy is that?

**MAPLE SYRUP PRATCAKES**



We snapped this guy in Birmingham eating pancakes doused with syrup for breakfast. Poor soul obviously thinks he's in Birmingham, Alabama, and not the West Midlands. If you live in his neck of the woods best watch out for this bloke. As well as eating like a Yank, he probably drives an enormous car on the wrong side of the road too.



**IMPROPER**



**TOFFY TOAST TWIT!**

Look at this posh pillock we saw in Hounslow. Hasn't got a clue. Thinks eating a slice of burnt toast as he runs for the number 76 will set him up for 8 hours in the office. Yeah, good luck with that matey.



**CHOCO CHAT-O!**

A pain au chocolat was this Epsom chap's idea of a good start to the day. Where does he think he is, Paris? Clearly in a different time zone. Next thing he'll be saying 'oh la la' and bathing in garlic.

\*THIS IS AN ADVERTISEMENT



**FORKING HELL!**

We know, we know. Sometimes you just feel like a good crepe. It's perfectly natural, and there's nothing wrong with it. Just don't have one in the middle of the street on your way to work like this vulgar madam. Zut alors! That's certainly not a proper breakfast.



**PROPER**



**FLAME-GRILLED BACON AND EGG BUTTY**

That's more like it. Someone who knows her breakfast from her elbow. We snapped this sweetheart in Kilburn, tucking into a BURGER KING® Bacon Butty. Looks like she also added HP Sauce and a fluffy omelette. And check out those buns. Tasty eh?

**BIG BITE BABY!**



\*THIS IS AN ADVERTISEMENT

## DAFT FOR DONUTS

Ah! This lovely receptionist thought it would be a nice idea to buy a load of jammy donuts for her colleagues on her way to work. How sweet! Maybe she thinks she'll get promoted off the front desk. Problem is everyone's got sugar moustaches and jam splodged clothes now. Ooops. The firm's #1 client is just about to walk through the door. We're afraid that sack full of donuts is more likely to get you the sack.

SHE'S ON THE POWDER!



## JOLLY POOR SHOW OLD CHAP

What is this, 1874? Come on Tarquin, kippers for breakfast is what cost us the empire. Stop faffing about in poncy restaurants, saying things like 'isn't this spiffy' and do an honest days work for once. And ditch that honking fish.

## 'HEALTH' BAR HOWLER

This poor girl is addicted to so called 'health' bars. Bird seed dipped in sugar and chocolate more like. The only thing getting healthy when she eats one is the bank account of the guy who makes them.



## CEREAL KILLER

Oh-oh. Who's the loony eating mountains of gooey, sugar-frosted cereal-like glop every morning? It's Colin! And he spends all day rolling many-sided dice and painting miniature figurines. 'Fantasy role-playing games and kids' breakfasts?' you ask. 'Is Colin some sort of manchild?' Yep, he is. Sort it out, Colin.



# ON THE COUCH WITH DR. PROPER



DR. PROPER ANSWERS YOUR BREAKFAST QUERIES

\*DR. PROPER IS NOT A REAL PSYCHIATRIST

### LO MEIN LOW POINT

Dear Dr. Proper,

This morning I caught my flatmate eating left over Chinese from the fridge and drinking cola. I'm very worried about him. Will he be OK?

Yours doubtfully,

John P. Bristol.

Dear John,

A more im-proper start to the day is hard to imagine. Lord only knows what could be in those remnants. And even he might not.

If your friend was that hungry he should have gone to a BURGER KING® restaurant and got a full, proper breakfast with ingredients he could trust. A Bacon Butty containing sweet-cure bacon and some golden Hash Browns. All washed down with 100% pure orange juice.

I can only assume he was having a flashback to his student days. Hopefully it's an isolated incident.

But be sure to get him to a BURGER KING® restaurant right away if he buys a lava lamp, puts his mattress on the floor or starts prattling on about existentialism.

Yours properly,

Dr. Proper.



### STICKY SITUATION

Dear Dr. Proper,

I have to go to the States on business soon. I hear they eat cakes for breakfast over there and put syrup on everything. What should I do?

Yours nervously,

Brian, Kent

Dear Brian,

You're right. Donuts, muffins and waffles drowned in syrup. Oh dear. I'd like to see you 'Have a nice day!' if that's how it starts.

To maintain your mental equilibrium, it's important you adhere to a proper breakfast regimen for two weeks before and after your trip. The new BURGER KING® flame-grilled Cumberland Sausage Butties with HP sauce or Heinz ketchup on a corn-dusted bun will get the ball rolling.

Fail to do this and you may return home craving candy before work. You could even develop a penchant for chequered golfing trousers, iced-tea and unfunny comedy. And no amount of Cumberland Sausage can reverse that.

Yours properly,

Dr. Proper

**'What he needs is a proper breakfast like the new Bacon Butty from Burger King.'**

### PIZZA PROBLEMO

Dear Dr. Proper,

I recently moved in with my boyfriend and discovered that he eats pizza for breakfast. My best friend says that I should move out. What do you think?

Yours unhappily,

Karen, Nottingham

Dear Karen,

Mamma mia! Next thing you know he'll be unbuttoning his shirt to the navel and wearing a gold medallion.

What he needs is a proper breakfast like the new Bacon Butty from Burger King.

Thick cut, sweet-cured flame-grilled bacon and HP sauce or Heinz ketchup on a corn-dusted bun. Add a fluffy egg omelette if you want. One bite and he'll never want a slice of cheese coated cardboard ever again.

If he won't try one it's probably already too late. Take your friends advice and get out of there before he starts kissing men or trades his car in for a gondola.



Yours properly,

Dr. Proper



*Dr. Proper*

# THE BREAKFAST YOU WON'T REGRET.



Flame-Grilled Sweet-Cure  
Bacon and Egg Butty

Flame-Grilled Cumberland  
Sausage and Egg Butty



**HAVE IT 100% YOUR WAY™**

## Free drink and Hash Browns with any Breakfast Butty



Offer applies to a regular drink and regular portion of Hash Browns. Present voucher before ordering. Not valid in conjunction with any other promotions. Not exchangeable for cash. No photocopies. Subject to availability. Valid from (3/12/07) to (3/3/08) at participating restaurants only. Not valid at airport and some motorway locations. (TM) & (C) 2007 Burger King Corporation. All rights reserved.

## Free Bacon Butty with any drink



Offer applies to any regular drink. Present voucher before ordering. Not valid in conjunction with any other promotions. Not exchangeable for cash. No photocopies. Subject to availability. Valid from (3/12/07) to (3/3/08) at participating restaurants only. Not valid at airport and some motorway locations. (TM) & (C) 2007 Burger King Corporation. All rights reserved.

## Buy 1 Get 1 Free Cumberland Sausage Butty



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