

The Great American Fast Food & Brand Slogans Pub Quiz

General Knowledge Online • Printable Quiz Sheet

Q1: In 1984, Wendy's launched one of the most famous advertising catchphrases in TV history, featuring 81-year-old Clara Peller shouting at a tiny burger bun. What was her famous question?

- [A] Where's the beef?
- [B] Have it your way!
- [C] Think outside the bun!
- [D] What's inside the box?

Q2: McDonald's famous "I'm Lovin' It" jingle with the signature "ba-da-ba-ba-ba" vocal hook is recognized worldwide. Which famous pop star was paid \$6 million to sing the original commercial soundtrack in 2003?

- [A] Justin Timberlake
- [B] Usher
- [C] Pharrell Williams
- [D] Britney Spears

Q3: Which massive American fast-food chain originally started as a humble hot dog cart in Los Angeles in 1941 before switching focus to hamburgers?

- [A] In-N-Out Burger
- [B] Carl's Jr.
- [C] Jack in the Box
- [D] Whataburger

Q4: Taco Bell's iconic late-night tagline "FourthMeal" targeted hungry partygoers and night owls. But what was the name of the popular talking Chihuahua mascot who starred in their late-90s commercials shouting "¡Yo quiero Taco Bell!"?

- [A] Chico
- [B] Gidget
- [C] Taco
- [D] Paco

Q5: If you visit a KFC in Japan during the Christmas holiday season, you might notice long lines wrapped around the block. Why has eating KFC become a major Christmas tradition in Japan?

- [A] A wildly successful 1974 "Kentucky for Christmas" marketing campaign
- [B] Colonel Sanders was born on Christmas Day
- [C] A historic shortage of turkey in post-WWII Tokyo
- [D] Japanese royal family endorsement in the 1980s

Q6: In 1998, McDonald's released a special limited-edition dipping sauce to promote the release of Disney's animated movie "Mulan." The sauce gained legendary status years later after being featured in an episode of Rick and Morty. What was the sauce called?

- [A] Szechuan Sauce
- [B] Sweet Dragon Glaze
- [C] Teriyaki Plum Dip
- [D] Hoisin Honey Sauce

Q7: Which pizza chain ran a famous 1980s advertising campaign featuring an annoying red claymation creature called "The Noid," warning customers to "Avoid the Noid"?

- [A] Pizza Hut
- [B] Domino's
- [C] Little Caesars
- [D] Papa Johns

Q8: Subway's famous "\$5 Footlong" jingle was a massive commercial hit during the 2008 recession. What unexpected event inspired a Florida store owner to start selling footlong subs for \$5 in the first place?

- [A] He noticed sales dipped every Tuesday and wanted a temporary discount
- [B] A local rival sub shop was charging \$5.50 for half-subs
- [C] He had a surplus of bread dough expiring at the end of the week
- [D] He ran out of 6-inch bread rolls and only had footlong dough left

Q9: Dairy Queen's signature soft-serve treat, "The Blizzard," is famously served upside-down to customers to prove its thickness. What happens if an employee forgets to flip your Blizzard upside-down before handing it to you?

- [A] You get your next Blizzard free at participating locations
- [B] You get a free upgrade to a large size
- [C] The order is completely refunded
- [D] You receive a free hot fudge sundae card

Q10: In-N-Out Burger is famous for its "Secret Menu." What does it mean if you order your burger "Animal Style" at In-N-Out?

- [A] Beef patty mustard-cooked, extra Thousand Island spread, grilled onions, and pickles
- [B] Four beef patties, four slices of cheese, and bacon
- [C] Wrapped in lettuce leaves instead of a bun
- [D] Topped with chopped chili peppers and fried jalapenos