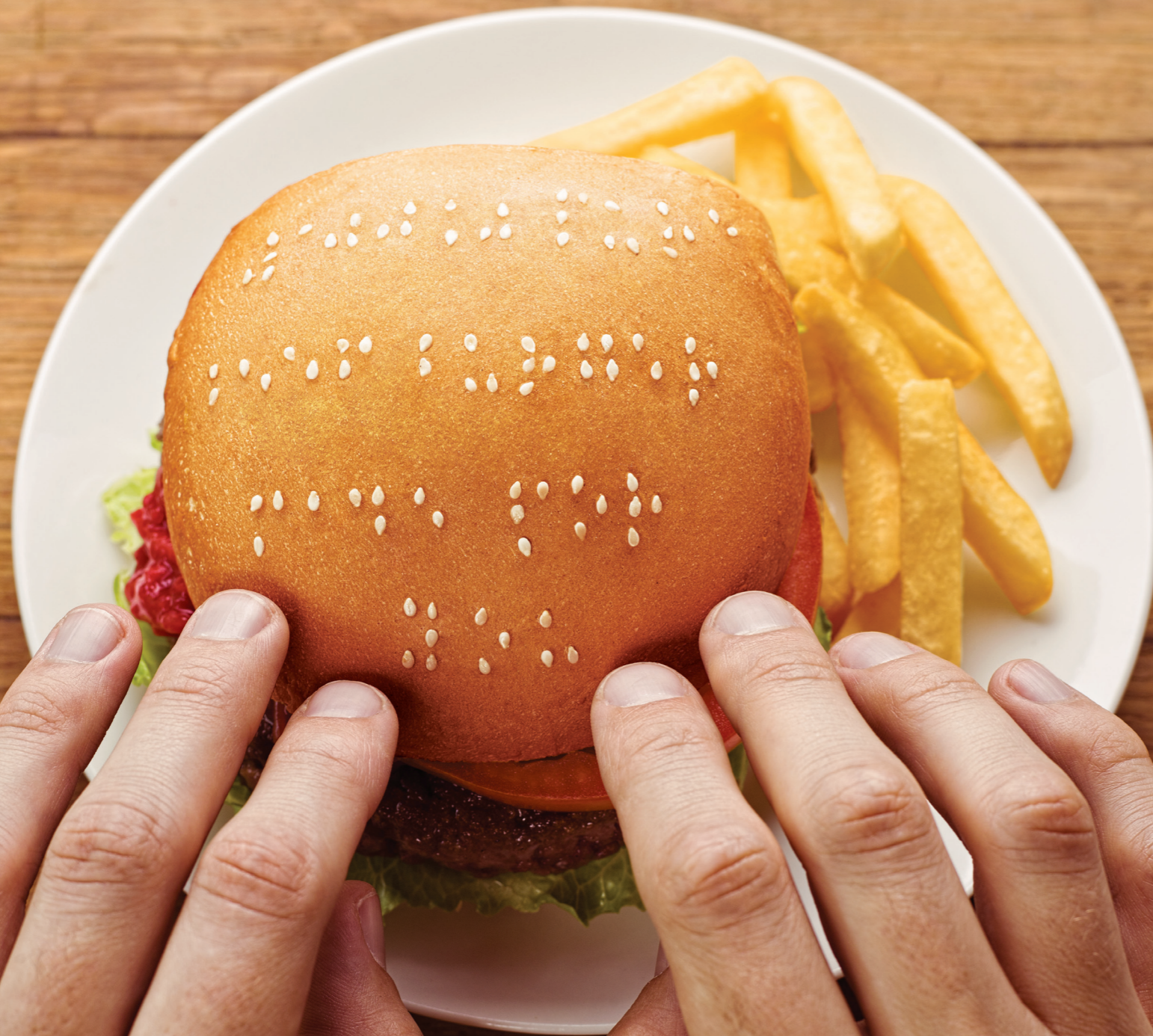


BRaille BURGER



Wimpy wanted to let visually impaired people know that they offered braille menus in all of their restaurants.

To spread the word we built braille burgers that blind people could actually read.

With the help of skilled chefs we took sesame seeds and meticulously placed them on burger buns so that the seeds formed braille.

Please see attached video for full details.