

Paris Hilton Vamped for Carl's Jr. but Craves In-N-Out Burger

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8:48 PM PDT, September 7, 2006

Last year, Carl's Jr. ran a commercial featuring Paris Hilton cavorting to the tune of Cole Porter's "I Love Paris."

But when it comes to hamburgers, it seems like Paris' true love is not for Carl's -- but for In-N-Out Burger.

The celebrity's burger preference popped up early Thursday morning when she was arrested in Hollywood for suspected drunk driving after attending a charity fundraiser party.

"I was just really hungry and I wanted to have an In-N-Out Burger," Hilton told KIIS-FM radio in an interview.



It was a startling admission from the 25-year-old Hilton, who was seen in a Carl's Jr. television commercial wearing a skimpy black bathing suit washing herself and a black Bentley while nibbling on the chain's Spicy BBQ Burger.

Hilton is no longer a celebrity endorser for the chain, and CKE Restaurants, which owns Carl's Jr., does not even have the rights to the commercial, said Anne Hallock, the company's spokeswoman.

Hallock declined to comment on Hilton's change of allegiance, or how much she was paid for the commercial.

But Hilton's urge to go to In-N-Out should be no surprise to CKE.

"It's not uncommon for celebrities to not display one iota of product loyalty," said Peter Sealey, the former Coca Cola Co. global marketing director who now runs the Sausalito Group consulting firm.

Sealey recalled how Paula Abdul once boarded a Coca-Cola private jet with a Diet Pepsi in her hand.

In-N-Out also wouldn't comment. But the company probably welcomed Hilton's comments.

"It establishes In-N-Out Burger as the gold standard for the target audience of Carl's Jr. -- 19 year old boys who eat 6,000 calories in a meal," Sealey said.