

**Council of Better Business Bureaus  
Children's Food and Beverage Advertising Initiative  
Burger King Corp.'s Pledge**

**Entity Covered by Pledge:** Burger King Corp.  
5505 Blue Lagoon Drive  
Miami, FL 33126

**Name of individual(s) responsible for Overall implementation of the Pledge:**  
Leo Leon, Vice President, Marketing Impact

**Brand/Product Line Covered by Pledge:** BURGER KING® food and beverages.

BURGER KING® restaurants for more than 50 years have been serving menu offerings that represent quality, value, and taste. Our heritage stems from our long-standing HAVE IT YOUR WAY® brand promise, which gives customers in BURGER KING® restaurants the opportunity to customize their menu choices to meet their individual tastes, preferences and lifestyles. We remain committed to offering a variety of food and beverage products that will make it easy for us to fulfill our HAVE IT YOUR® way brand promise to our customers. To that end, we will use product innovation as a vehicle to develop more menu options that promote a balanced diet. Through our Pledge to the Children's Food and Beverage Advertising Initiative of the Council of Better Business Bureaus ("CFBAI") and under the Enhanced Core Principles of the CFBAI (effective January 1, 2010, except where otherwise noted), we will communicate messages about our new and innovative food and beverage products to help promote balanced diet choices among our younger customers.

**Our Pledge:**

➤ **Advertising Commitment:**

**1. No Targeting of Advertising to Children Under 6 years old<sup>1</sup>**

- BKC will not advertise in any measured media (Television, Print, Radio, Internet) where 30% or more of the total target audience (viewers, visitors, etc.) is under 6 years old.<sup>2</sup>

---

<sup>1</sup> All commitments outlined in this pledge relating to restrictions on advertising to children under 6 will be implemented on or before January 1, 2011.

<sup>2</sup> To measure audience demographics BKC will use AC Nielsen ratings for Television; Mediamark Research Inc. for Print; Arbitron for Radio; and AC Nielsen or ComScore for Internet.

## 2. Advertising in Measured Media

- **National Television Advertising**<sup>3</sup>: BKC will not advertise during any television program where more than 30% of the total audience is under 6. In addition, one hundred percent (100%) of National Television Advertising is restricted to Kids Meals<sup>4</sup> that meet the Burger King Corp. Nutrition Criteria<sup>5</sup> during any program where more than 30% of the total audience is under 12. In addition, some of our National Television Advertising will promote Healthy Lifestyle Messages.<sup>6</sup>
- **National Radio Advertising**<sup>7</sup>: BKC will not advertise on radio directed primarily to children under 6. In addition, one hundred percent (100%) of National Radio Advertising is restricted to Kids Meals that meet the Burger King Corp. Nutrition Criteria on radio directed primarily to children under 12<sup>8</sup>. In addition, some of our National Radio Advertising will promote Healthy Lifestyle Messages.
- **National Print Advertising**<sup>9</sup>: BKC will not advertise in publications directed primarily to children under 6. In addition, one hundred percent (100%) of National Print Advertising is restricted to Kids Meals that meet the Burger King Corp. Nutrition Criteria in publications directed primarily to children under 12<sup>10</sup>. In addition, some of our National Print Advertising will promote Healthy Lifestyle Messages.
- **National Internet Advertising (third-party Web sites)**<sup>11</sup>: BKC will not advertise on third party websites where more than 30% of the total visitors are under 6. In addition, on websites where more than 30% of the total visitors are children under 12, one hundred percent (100%) of National Internet Advertising is restricted to Kids meals that meet the Burger King Corp, Nutrition Criteria.<sup>12</sup>

---

<sup>3</sup> “National Television Advertising” shall include any television commercial message paid for and approved by Burger King Corp. and its affiliates that is disseminated to all or substantially all of the United States and measured in National Gross Rating Points at the time the advertising is purchased.

<sup>4</sup> “Kids Meals” are specifically defined on page 7 of this Pledge.

<sup>5</sup> “Burger King Corp. Nutrition Criteria” is specifically defined on page 6 of this Pledge.

<sup>6</sup> “Healthy Lifestyle Messages” are defined specifically on page 5 of this Pledge.

<sup>7</sup> “National Radio Advertising” shall include any radio commercial message paid for and approved by Burger King Corp. and its affiliates that is disseminated to all or substantially all of the United States and measured in National Gross Rating Points at the time the advertising is purchased.

<sup>8</sup> Based on Arbitron-reported audience data for radio.

<sup>9</sup> “National Print Advertising” shall include any print commercial message paid for and approved by Burger King Corp. and its affiliates that is disseminated to all or substantially all of the United States and measured in impressions at the time the advertising is purchased. National Print Advertising does not include: point of purchase materials (i.e., menus, tray liners, signs, packaging, table tents, etc.).

<sup>10</sup> Based on Mediamark Research Inc. reported readership data.

<sup>11</sup> “National Internet Advertising” on third party websites shall include any internet commercial message paid for and approved by Burger King Corp. and its affiliates that is disseminated to all or substantially all of the United States.

<sup>12</sup> Based on average, annual total visitor data as reported by ComScore or AC Nielsen ratings for the Internet.

National Television Advertising, National Radio Advertising, National Print Advertising and National Internet Advertising shall hereinafter be collectively referred to as our "National Advertising."

### 3. Child-Directed Content:

- **Company-Owned Web sites:** Burger King Corp.'s company websites will not be directed primarily to children under 6 years old. One hundred percent (100%) of internet advertising on all food pages of our company-owned websites that are directed primarily to children under 12 is restricted to Kids Meals that meet the Burger King Corp. Nutrition Criteria. In addition, we will include materials on our Web sites that promote Healthy Lifestyle Messages.
- **Video and Computer Games:** Burger King Corp. will not advertise in video and computer games that are rated "Early Childhood" or "EC" that are inherently directed primarily to children under 6 years old. One hundred percent (100%) of advertising on video and computer games that are inherently directed primarily to children under 12, and other games that are age-graded on the label or packaging as being primarily directed to children under 12, will feature Kids Meals that meet the Burger King Corp. Nutrition Criteria.
- **Movie DVDs:** Burger King Corp. will not advertise in or on movie DVDs that are rated "G" or "PG" whose content is primarily directed to children under 12.

### 4. Mobile Media and Word of Mouth

- Burger King Corp. will not direct advertising to children under 6 via cell phones, PDAs, or through word of mouth marketing. One hundred percent (100%) of Burger King Corp.'s advertising directed primarily to children under 12 via cell phones, PDAs, and through word of mouth,<sup>13</sup> is restricted to Kids Meals that meet the Burger King Corp. Nutrition Criteria.

### 5. In-Restaurant Promotion

- One hundred percent (100%) of advertising via In-Restaurant Merchandising<sup>14</sup> for Burger King Corp.'s Kids Meals will include a BK® Kids Meals or an individual side dish or beverage item that meet the Burger King Corp. Nutrition Criteria. For example, In-Restaurant Merchandising materials, such as BK® Kids Meal bags, could feature a promotional toy with an image of BK® Kids Meal or an approved side dish or beverage item that meet the Burger King Corp. Nutrition Criteria.

---

<sup>13</sup> The commitment regarding word of mouth advertising refers to advertising where a participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products and the advertising is primarily directed to children under 12.

<sup>14</sup> "In-Restaurant Merchandising" means the following: in-restaurant commercial messages at BURGER KING® restaurants that are printed on those merchandising elements specifically designated as Kids Meal Merchandising materials, which may include Door Decals, Under Counter Banners, Permanent Merchandising Unit (PMU) Posters, Kids Meal bags, Kids crowns, and Drive Thru Translites (i.e. merchandising elements at the point of order on drive thru menu boards that feature Kids Meal menu promotions and graphics). In-Restaurant Merchandising does not include: menus/menu boards or packaging (other than Kids Meal bags).

**6. Use of Licensed Characters, Celebrities and Movie Tie-In Commitment**

- BKC will not use third-party licensed characters, celebrities (including athletes) and movie tie-ins to advertise in any measured media (Television, Print, Radio, Internet) where 30% or more of the total target audience (viewers, visitors, etc.) is under 6. The use of third-party licensed characters, celebrities (including athletes) and movie tie-ins is restricted to Kids Meals that meet the Burger King Corp. Nutrition Criteria during (1) any program where more than 30% of the total audience is under 12; and (2) any program that falls within time periods traditionally regarded as “kids’ viewing time (as designated by media providers) regardless of the size of the child viewing audience.<sup>15</sup>

- **Product Placement Commitment:**

7. BKC will not approve, pay for, or actively seek the placement of BURGER KING® food or beverage products in the program/editorial content of any medium in the United States primarily directed to children under 12 years old<sup>16</sup> for the purpose of promoting the sale of these products.

- **Interactive Games Commitment:**

8. We will not approve, pay for or actively seek the placement of BURGER KING® food or beverage products in any of our own and/or any third party interactive game in the United States directed primarily to children under 6 years old. BKC does not approve, pay for or actively seek the placement of BURGER KING® food or beverage products in any of our own and/or any third party interactive game in the United States directed primarily to children under 12 unless such food and beverage products are Kids Meals that meet the Burger King Corp. Nutrition Criteria<sup>17</sup>.

- **Advertising in Schools Commitment:**

9. BKC does not advertise our food or beverage products in elementary schools (pre K – sixth grade).<sup>18</sup>

➤ **Healthy Lifestyle Messages Commitment:**

- BKC will not advertise in any measured media (Television, Print, Radio, Internet) where 30% or more of the total target audience (viewers, visitors, etc.) is under 6. However, as a food company, our primary focus in our National Advertising

---

<sup>15</sup> Pursuant to the core principles set out in Children’s Food and Beverage Advertising Initiative, the above commitment does not apply to (i) the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12 years old; and (2) the use of company-owned characters.

<sup>16</sup> The foregoing commitment does not apply to any local product placement activities engaged in by independent franchisees of Burger King Corp.

<sup>17</sup> The foregoing commitment does not apply to any local activity engaged in by independent franchisees of Burger King Corp.

<sup>18</sup> The foregoing commitment does not apply to any local activity engaged in by independent franchisees of Burger King Corp. Further, pursuant to the core principles set out in Children’s Food and Beverage Advertising Initiative, the above commitment does not apply to displays of food and beverage products, charitable fundraising activities, public service messaging, or items provided to school administrators.

directed primarily to children under 12 is on Kids Meals that meet the Burger King Corp. Nutrition Criteria. However, to help promote balanced lifestyles in children, BKC also includes in some of our National Advertising certain nutrition and/or activity messages (“Healthy Lifestyle Messages”). Our Healthy Lifestyle Messages vary and may include general themes related to nutrition and/or physical activity from a variety of federal government campaigns, including MyPyramid, MyPyramid for Kids, and the U.S. Department of Health & Human Services and Centers for Disease Control and Prevention’s VERB campaign.

- **Supporting Data for the Advertised Kids Meals**

We have and will continue to enhance the Kids Meal menu with offerings that meet the Burger King Corp. Nutrition Criteria for advertised Kids Meals, outlined below and more specifically in **Appendix A**. We now offer four BK® Kids Meals that meet the Nutrition Criteria.

**10. Burger King Corp. Nutrition Criteria:**

The BK® Kids Meal (consisting of an entrée, side dish and beverage) advertised in our National Advertising provides, in total:

- No more than 560 calories per meal;
- Less than 30 percent of calories from fat;
- Less than 10 percent of calories from saturated fat;
- No added trans fats;
- No more than 10 percent of calories from added sugars;
- No more than 600 milligrams of sodium; and
- A “good source” or “excellent source” of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.

The scientific and/or governmental standard(s) on which the Burger King Corp. Nutrition Criteria is based is set forth on **Appendix A**.

- **Side Item and Beverage Commitment**

Burger King Corp. advertises an individual side dish or beverage item that is part of the four Kids Meals that are compliant with the Burger King Corp. Nutrition Criteria. Either the approved Kids Meal or the approved side dish or beverage item is featured in 100 percent (100%) of Burger King Corp.’s advertising primarily directed to children under 12.

- **Nutritional Support**

In addition to being part of the nutritionally-compliant Kids Meal, the approved individual side dish and beverage items help promote the consumption of fruit and

fat-free milk, two of the four foods that are recommended by the Dietary Guidelines for Americans as “Food Groups to Encourage.”<sup>19</sup>

These foods are recommended because they are generally under-consumed by the American population, including children, and are likely to provide important health benefits to most Americans.

- **Kids Meals That Meet Nutrition Criteria**

- 1. KRAFT® Macaroni & Cheese, BK® Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY’S® Fat Free Milk.**

A menu item exclusive to BURGER KING® restaurants, the 4-ounce serving of KRAFT® Macaroni & Cheese is a “good source” of calcium (10 percent Daily Value). BK® Fresh Apple Fries are fresh-cut, skinless red apples; the 2-ounce serving provides a ½ cup or serving of fruit. The 8-ounce serving of HERSHEY’S® Fat Free White Milk is an “excellent source” of calcium and a “good source” of potassium (35 percent and 13 percent, respectively).

- 2. Hamburger with BK® Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice.**

The BURGER KING® Hamburger Kids Meal is an “excellent source” of calcium and a “good source” of potassium (21 percent and 18 percent Daily Value, respectively). BK® Fresh Apple Fries are fresh-cut, skinless red apples; the 2-ounce serving provides a ½ cup or serving of fruit. The 6.67-ounce serving of calcium-fortified MINUTE MAID® Apple Juice is “good source” of calcium and potassium (10 percent Daily Value).

- 3. 4-pce CHICKEN TENDERS® (reformulated to be reduced-sodium by 36%) with BK® Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY’S® Fat Free Milk.**

The reformulated lower sodium CHICKEN TENDERS® Kids Meal is an “excellent source” of calcium and potassium (42 percent and 22 percent Daily Value, respectively). BK® Fresh Apple Fries are fresh-cut, skinless red apples; the 2-ounce serving provides a ½ cup or serving of fruit. The 8-ounce serving of HERSHEY’S® Fat Free Milk is an “excellent source” of calcium and a “good source” of potassium (35 percent and 13 percent, respectively).

- 4. BK® Kids Breakfast Muffin Sandwich with BK® Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice.**

The BK® Kids Breakfast Muffin Sandwich Kids Meal is an “excellent source” of calcium and a “good source” of potassium (29 percent and 17 percent Daily Value, respectively). BK® Fresh Apple Fries are fresh-cut, skinless red apples; the 2-ounce serving provides a ½ cup or serving of fruit. The 6.67-ounce serving

---

<sup>19</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.

of calcium-fortified MINUTE MAID® Apple Juice is “good source” of calcium and potassium (10 percent Daily Value).

## A. Ingredient Lists

### Meal #1:

#### **KRAFT® Macaroni & Cheese:**

Cooked Macaroni (water, enriched pasta from wheat), cheese sauce (water, modified milk ingredients, canola oil), cheese (milk, bacterial culture, salt, microbial enzymes), salt, sodium phosphate, modified corn starch, monoglycerides, citric acid, xanthan gum, color (contains tartrazine), artificial flavors, lactic acid.

#### **BK® Fresh Apple Fries:**

Apple, calcium ascorbate (a blend of calcium and vitamin C to maintain freshness and color).

#### **Low-fat Caramel Dipping Sauce:**

High fructose corn syrup, corn syrup, non fat milk, polydextrose, modified corn starch, butter (milk, cream, salt), sugar, less than 2% of: Disodium phosphate, potassium sorbate (preservative), salt, palm oil, natural and artificial flavors, mono and diglycerides, diglycerides. CONTAINS: Milk.

#### **HERSHEY'S® Fat Free Milk:**

Fat-free milk, vitamin A palmitate and vitamin D3. CONTAINS: Milk.

### Meal #2:

#### **Hamburger :**

BUN - 4" seeded (fresh), enriched flour (wheat flour, malted barley flour or alpha amylase from aspergillus orizae, niacin, iron, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), ascorbic acid and folic acid), water, high fructose corn syrup or granulated sucrose or liquid sucrose, vegetable oil (canola and/or soy) and/or soybean and/or cottonseed oil, yeast may contain 2% or less of the following: salt (vital), wheat gluten, sesame seeds, yeast food (may contain one or more of the following: calcium sulfate, ammonium sulfate, monocalcium phosphate, calcium carbonate), dough conditioners (may contain one or more of the following: wheat starch, microcrystalline cellulose, sorbitol, sodium chloride, magnesium stearate, distilled monoglycerides, sodium stearoyl lactylate, ascorbic acid, azodicarbonamide, [ethoxylated] mono- and diglycerides, calcium peroxide, calcium stearoyl-2-lactylate, datem, L-cystein), enzymes, mold inhibitor (calcium propionate and/or sorbic acid), vinegar, soy flour, corn starch.

BEEF PATTY, US CA (2.2 OZ) English Canada: 100% ground beef.

PICKLE SLICES – a. Cucumbers, water, vinegar, salt, 1/10 of 1% sodium benzoate as preservative, alum, propylene glycol, polysorbate 80, natural flavors, yellow #5, turmeric oleoresin, blue #1, soy lecithin. Pickle favoring may contain soy lecithin and is processed on shared equipment with peanuts. OR b. Cucumbers, water, vinegar, salt, calcium chloride, 1/10 of 1% sodium benzoate as a preservative, propylene glycol, polysorbate 80, natural flavors, yellow #5, turmeric oleoresin, blue #1, soy lecithin. Pickle Favoring may contain soy lecithin and is processed on shared equipment with peanuts.

KETCHUP- HEINZ Tomato Concentrate Made From Red Ripe Tomatoes, Distilled Vinegar, High Fructose Corn Syrup, Corn Syrup, Salt, Spice, Onion Powder, Natural Flavoring (The natural flavoring is vegetable in origin.).

MUSTARD - (Bulk) water, distilled vinegar, mustard seed, salt, turmeric.

CONTAINS: Wheat and soy.

**BK® Fresh Apple Fries:**

See above.

**Low-fat Caramel Dipping Sauce:**

See above.

**Calcium-fortified MINUTE MAID® Apple Juice:**

Contains pure filtered water, concentrated apple juice, less than 0.5% of: calcium citrate (calcium source), vitamin C (ascorbic acid), potassium phosphate.

**Meal #3:**

**CHICKEN TENDERS®:**

Chicken breast with rib meat, water, seasoning (salt, modified corn starch, flavoring), salt enhancer (potassium chloride, maltodextrin, flavoring), sodium phosphates. BREADED

WITH: Bleached wheat flour, salt, spice, monocalcium phosphate, natural flavors.

BATTERED WITH: Water, bleached wheat flour, yellow corn flour, spices, dextrose, garlic powder, monosodium glutamate, buttermilk, disodium inosinate and disodium guanylate.

PREDUSTED WITH: Bleached wheat flour, modified food starch, salt, sodium gluconate, spice, potassium chloride, sugar, torula yeast, soybean oil, natural flavor. Breading set in vegetable oil.

**BK® Fresh Apple Fries:**

See above.

**Low-fat Caramel Dipping Sauce:**

See above.

**HERSHEY'S® Fat Free Milk:**

See above.

**Meal #4:**

**BK® Kids Breakfast Muffin Sandwich:**

US MUFFIN, ENGLISH FROZEN: BK enriched wheat flour (wheat flour, niacin, ferrous sulfate, thiamine, riboflavin, folic acid), water, yeast. contains 2% or less of: salt, vinegar, vegetable oil shortening (contains one or more of the following: soybean oil, partially hydrogenated soybean and/or cottonseed oil), white corn flour, white corn meal, dextrose, calcium propionate and potassium sorbate (preservatives), mono & diglycerides, sugar, wheat gluten, potato starch, yeast food (monocalcium phosphate, calcium sulfate, ammonium sulfate), malted barley flour. ALLERGENS: Wheat.

OMELET: Whole Egg, Whey, Soybean Oil, Salt, Natural and Artificial Butter Flavor, Xanthan Gum, Citric Acid, annatto for color.

AMERICAN CHEESE: Cultured milk, water, cream, sodium citrate, salt, sorbic acid(preservative), sodium phosphate, artificial color, enzymes, acetic acid, soy lecithin

CONTAINS: MILK AND SOY LECITHIN, Buttery Spread.

**BK® Fresh Apple Fries:**

See above.

**Low-fat Caramel Dipping Sauce:**

See above.

**Calcium-fortified MINUTE MAID® Apple Juice:**

See above.

**B. The Advertised Kids Meal Meets Burger King Corp.’s Nutritional Criteria**

The Kids Meals (consisting of an entrée, side dish and beverage) advertised in Burger King Corp.’s National Advertising primarily directed to children under age 12 will provide, in total:

- o No more than 560 calories per meal;
- o Less than 30 percent of calories from fat;
- o Less than 10 percent of calories from saturated fat;
- o No added trans fats;
- o No more than 10 percent of calories from added sugars;
- o No more than 600 milligrams of sodium; and
- o A “good source” or “excellent source” of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.

The following charts set forth the nutritional values of the four compliant Advertised Kids Meals:

**Meal #1:**

<b>Meal:</b>	<b>Serving Size (g)</b>	<b>Calories</b>	<b>Fat (g)</b>	<b>Saturated Fat (g)</b>	<b>Added Sugar (g)</b>	<b>Sodium (mg)</b>	<b>Added Trans Fat</b>
KRAFT® Macaroni & cheese	113	160	5	1.5	0	340	0
BK® Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce	14 (0.5 oz)	45	0.5	0	5	35	0
HERSHERY’S® Fat Free Milk	(8 oz)	100	0	0	0	150	0
<b>Total</b>		<b>330</b>	<b>5.5</b>	<b>1.5</b>	<b>5</b>	<b>525</b>	<b>0</b>
<b>Percent of Calories</b>			<b>15%</b>	<b>4.09%</b>	<b>6.06%</b>		

<b>Meal:</b>	<b>Calcium (%DV)</b>	<b>Fiber (g)</b>	<b>Potassium (%DV)</b>	<b>Magnesium (%DV)</b>	<b>Vitamin E (mcg)</b>	<b>Vitamin D (IU)</b>
KRAFT®	10%	<1 g	4%	-	-	-

Macaroni & cheese						
BK® Fresh Apple Fries	3%	1	2%	-	-	-
Low-Fat Caramel Dipping Sauce	0	0	0	-	-	-
HERSHEY'S® Fat Free Milk	35%	0	13%	-	-	100
<b>Total</b>	<b>48%</b>	<b>1</b>	<b>19%</b>	<b>0%</b>	<b>0%</b>	<b>25%</b>

KRAFT® Macaroni & Cheese, BK® Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY'S® Fat Free Milk Advertised Kids Meals meet the requirements of the Nutrition Criteria outlined in Burger King Corp.'s Pledge. Specifically:

- The total calories provided by the meal are 330;
- Approximately 15 percent of total calories are derived from fat;
- Approximately 4 percent of total calories are derived from saturated fat;
- There are no added trans fats;
- Approximately 6 percent of calories are derived from added sugars;
- Total sodium provided by the meal is 525 milligrams;
- The meal is an "excellent source" of calcium and vitamin D and a "good source" of potassium.

**Meal #2:**

Meal:	Serving Size (g)	Calories	Fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)	Added Trans Fat
Hamburger	121	260	11	4.0	5	520	0
BK® Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce	14 (0.5 oz)	45	0.5	0	5	35	0
MINUTE MAID® 100% Apple Juice	(6.67 oz)	100	0	0	0	15	0
<b>Total</b>		<b>430</b>	<b>11.5</b>	<b>4.0</b>	<b>10</b>	<b>570</b>	<b>0</b>
<b>Percent of Calories</b>			<b>24.07%</b>	<b>8.37%</b>	<b>9.3%</b>		

Meal:	Calcium (%DV)	Fiber (g)	Potassium (%DV)	Magnesium (%DV)	Vitamin E (mcg)
Hamburger	8%	1	6%	-	-

BK® Fresh Apple Fries	3%	1	2%	-	-
Low-Fat Caramel Dipping Sauce	0	0	0	-	-
MINUTE MAID® 100% Apple Juice	10%	0	10%	2%	-
<b>Total</b>	<b>21%</b>	<b>2</b>	<b>18%</b>	<b>2%</b>	<b>0%</b>

Hamburger with BK® Fresh Apple Fries, low-fat caramel dipping sauce and MINUTE MAID® Apple Juice Advertised Kids Meals meet the requirements of the Nutrition Criteria outlined in Burger King Corp.'s Pledge. Specifically:

- The total calories provided by the meal are 430;
- Approximately 24 percent of total calories are derived from fat;
- Approximately 8 percent of total calories are derived from saturated fat;
- There are no added trans fats;
- Approximately 10 percent of calories are derived from added sugars;
- Total sodium provided by the meal is 570 milligrams;
- The meal is an "excellent source" of calcium and a "good source" of potassium.

**Meal #3:**

Meal:	Serving Size (g)	Calories	Fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)	Added Trans Fat
4-pce CHICKEN TENDERS® (Red. Sodium)	62	180	11	2	0	310	0
BK® Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce	14 (0.5 oz)	45	0.5	0	5	35	0
HERSHEY'S® Fat Free Milk	(8 oz)	100	0	0	0	150	0
<b>Total</b>		<b>350</b>	<b>11.5</b>	<b>2</b>	<b>5</b>	<b>495</b>	<b>0</b>
<b>Percent of Calories</b>			<b>29.57%</b>	<b>5.14%</b>	<b>5.71%</b>		

Meal:	Calcium (%DV)	Fiber (g)	Potassium (%DV)	Magnesium (%DV)	Vitamin E (mcg)	Vitamin D (IU)
4-pce CHICKEN TENDERS®	3%	0	6%	-	-	-

(Red. Sodium)						
BK® Fresh Apple Fries	3%	1	2%	-	-	-
Low-Fat Caramel Dipping Sauce	0	0	0	-	-	-
HERSHEY'S® Fat Free White Milk	35%	0	13%	-	-	100
<b>Total</b>	<b>42%</b>	<b>1</b>	<b>22%</b>	<b>0%</b>	<b>0%</b>	<b>25%</b>

4-pce CHICKEN TENDERS® (reformulated to be reduced-sodium) with BK® Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY'S® Fat Free Milk Advertised Kids Meals meet the requirements of the Nutrition Criteria outlined in Burger King Corp.'s Pledge. Specifically:

- The total calories provided by the meal are 350;
- Less than 30 percent of total calories are derived from fat;
- Approximately 5 percent of total calories are derived from saturated fat;
- There are no added trans fats;
- Approximately 6 percent of calories are derived from added sugars;
- Total sodium provided by the meal is 495 milligrams;
- The meal is an "excellent source" of calcium, vitamin D and potassium.

**Meal #4:**

Meal:	Serving Size (g)	Calories	Fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)	Added Trans Fat
Kids English Muffin Sandwich	93	240	11	4	1	550	0
BK® Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce	14 (0.5 oz)	45	0.5	0	5	35	0
MINUTE MAID® 100% Apple Juice	(6.67 oz)	100	0	0	0	15	0
<b>Total</b>		410	11.5	4	6	600	0
<b>Percent of Calories</b>			<b>25.24%</b>	<b>8.78%</b>	<b>5.85%</b>		

<b>Meal:</b>	<b>Calcium</b>	<b>Fiber</b>	<b>Potassium</b>	<b>Magnesium</b>	<b>Vitamin E</b>
--------------	----------------	--------------	------------------	------------------	------------------

	(%DV)	(g)	(%DV)	(%DV)	(mcg)
Kids English Muffin Sandwich	16%	1	5	1	-
BK® Fresh Apple Fries	3%	1	2	0	-
Low-Fat Caramel Dipping Sauce	0	0	0	0	-
MINUTE MAID® 100% Apple Juice	10%	0	10	2	0
<b>Total</b>	<b>29%</b>	<b>2</b>	<b>17 %</b>	<b>3%</b>	<b>0.00%</b>

BK® Kids Breakfast Muffin Sandwich with BK® Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice Advertised Kids Meals meet the requirements of the Nutrition Criteria outlined in Burger King Corp.'s Pledge. Specifically:

- The total calories provided by the meal are 410;
- Less than 30 percent of total calories are derived from fat;
- Approximately 9 percent of total calories are derived from saturated fat;
- There are no added trans fats;
- Approximately 6 percent of calories are derived from added sugars;
- Total sodium provided by the meal is 600 milligrams;
- The meal is an "excellent source" of calcium and a "good source" of potassium.

**Implementation Schedule:** All four compliant BK® Kids Meals are now available in BURGER KING® restaurants nationwide.

## Appendix A Supporting Data for The Burger King Corp. Nutrition Criteria

### Overview

As part of our Pledge to the Children's Food and Beverage Advertising Initiative of the Council of Better Business Bureaus, 100% of our National Advertising primarily directed to children aged 6 to 11 in measured media will feature Kids Meals that meet nutrition criteria that promote responsible meal portion sizes and limit total fat, saturated fat, added trans fat, and added sugars.

The Burger King Corp. Nutrition Criteria for nationally advertised Kids Meals are based on federal dietary recommendations and published, peer-reviewed science. The Dietary Guidelines for Americans 2005 ("Dietary Guidelines")<sup>20</sup> are the primary basis for the criteria, as demonstrated below.

---

<sup>20</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary

Specifically, the kids' meals consisting of an entrée, side dish and beverage (each a "Kids Meal" and collectively "Kids Meals") advertised in our National Advertising will provide, in total:

- o No more than 560 calories per meal;
- o Less than 30 percent of calories from fat;
- o Less than 10 percent of calories from saturated fat;
- o No added trans fats;
- o No more than 10 percent of calories from added sugars;
- o No more than 600 milligrams of sodium; and
- o A "good source" or "excellent source" of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.

We will continue to consult with the Council of Better Business Bureaus about the actual Kids Meals we advertise as a part of this Pledge.

#### **Support for Nutrition Criteria**

The Burger King Corp. Nutrition Criteria are based on the Dietary Guidelines and other federal and scientifically established dietary recommendations, as demonstrated below:

- **The advertised Kids Meal will provide no more than 560 calories.**
  - o The Dietary Guidelines provides guidance on total calorie intake levels for various gender and age groups at three different levels of physical activity: sedentary, moderate activity, and active.
  - o The Dietary Guidelines recommends a range of 1,200 – 1,800 calories per day for children ages 4 – 8 and a range of 1,600 – 2,600 calories for children ages 9 – 13. The ranges within the age groups are based on gender and physical activity levels.
  - o Burger King Corp. determined 1,700 calories to be the average total daily caloric intake for children ages 4 – 8 and 9 – 13, based on the recommendations for sedentary and moderately active exercise levels, which range from 1,200 – 2,200:
    - Sedentary 4-8 year olds: 1,200
    - Moderately Active 4-8 year olds: 1,600
    - Sedentary 9-13 year olds: 1,800
    - Moderately Active 9-13 year olds: 1,800-2,200

While Burger Corporation supports higher activity levels, these two activity levels were selected based on government data from the Centers for Disease Control and Prevention's Youth Risk Behavior Surveillance

Survey that indicate only 35.8 percent of youth met the currently recommended levels of physical activity.<sup>21</sup>

- By limiting the total calories in the advertised Kids Meal to 560 calories, this ensures that the meal does not contribute more than 1/3 of the 1,700 calorie average that children should consume in a day.
- **The Nationally Advertised Kids Meal will provide less than 30% of calories from fat.**
  - The Dietary Guidelines recommends a fat intake of 25 to 35 percent of calories for children and adolescents 4 – 18 years of age.
  - By limiting the total fat of the advertised Kids Meal to less than 30 percent of total calories, this ensures that the advertised Kids Meal is well within the recommended range.
- **The advertised Kids Meal will provide less than 10% of calories from saturated fat.**
  - The Dietary Guidelines recommends keeping saturated fat intake below 10 percent of total calorie intake.
  - By limiting the saturated fat of the advertised Kids Meal to less than 10 percent of total calories, this ensures that the meal is consistent with the Dietary Guidelines recommended limit.
- **The advertised Kids Meal will provide no added *trans* fat.**
  - The Dietary Guidelines recommends limiting intake of *trans* fat, recognizing that some *trans* fats are naturally occurring and often present, at low levels, in nutrient dense foods such as animal products, but does not provide a specific maximum intake level for *trans* fats. Likewise, the American Heart Association's "Dietary Recommendations for Children and Adolescents" echoes the Dietary Guidelines and recommends diets low in *trans* fat.<sup>22</sup>
  - The provision that no added *trans* fats will be included in the advertised Kids Meal is consistent with the Dietary Guidelines and American Heart Association's recommendation to limit intake of *trans* fats.
- **The advertised Kids Meal will provide no more than 10% of calories from added sugars.**
  - The Dietary Guidelines recommends choosing food and beverages with little added sugars or caloric sweeteners, but does not provide a specific recommended limit.

---

<sup>21</sup> Centers for Disease Control and Prevention. Youth Risk Behavior Surveillance Summaries, 2005. MMWR 2006;55(No. SS-5505).

<sup>22</sup> American Heart Association. "Dietary Recommendations for Children and Adolescents: A Guide for Practitioners: Consensus Statement from the American Heart Association." *Circulation* 2005;112:2061-2075.

- The Institute of Medicine's Dietary Reference Intakes recommends that added sugars should comprise no more than 25 percent of total calories consumed.<sup>23</sup>
- By limiting the added sugar of the advertised Kids Meal to no more than 10 percent of total calories, this ensures that the meal is consistent with both the Dietary Guidelines and Institute of Medicine's recommendations.
- **The advertised Kids Meal will provide no more than 600 milligrams of sodium.**
  - The Dietary Reference Intake<sup>24</sup> levels for sodium for children ages 4-8 are:
    - Adequate Intake: 1200 milligrams
    - Upper Level: 1900 milligrams
  - Assuming children consume three meals each day, one-third of this recommendation is between 400-633 milligrams of sodium. Additionally, the limit for sodium in meals and main dishes as defined by the Food and Drug Administration's definition of "healthy" is 600 milligrams. Therefore, a limit of 600 milligrams of sodium in the Advertised Kids Meals will help ensure that the Upper Level is not exceeded.
- **The advertised Kids Meal will provide a "good source" or "excellent source" of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.**
  - The 2005 Dietary Guidelines for Americans states that, based on dietary intake data or evidence of public health problems, intake levels of calcium, potassium, fiber, magnesium and vitamin E may be of concern for children and adolescents, and that efforts may be warranted to increase consumption of these nutrients.<sup>25</sup>
  - The U.S. Food & Drug Administration's Food Labeling Guide states that a "good source" claim may be made when a food contains 10-19% of the Daily Value. An "excellent source" or "high" claim may be made when a food contains at least 20% of the Daily Value.<sup>26</sup>
  - The reference values for nutrition labeling for adults and children 4 or more years for the nutrients identified in Burger King Corp.'s nutrition criteria are:
    - Calcium: 1000 mg
    - Fiber: 25 g
    - Potassium: 3500 mg

<sup>23</sup> Institute of Medicine. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids; September 2002.

<sup>24</sup> Institute of Medicine, Panel on Dietary Reference Intakes for Electrolytes and Water, Standing Committee on the Scientific Evaluation of Dietary Reference Intakes. *Dietary Reference Intakes: Water, Potassium, Sodium, Chloride, and Sulfate*. 2004.

<sup>25</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans*, 2005. 6<sup>th</sup> Edition, Washington, DC: U.S. Government Printing Office, January 2005.

<sup>26</sup> A Food Labeling Guide. U.S. Department of Health and Human Services, Food and Drug Administration, Center for Food Safety and Applied Nutrition. April 2008.

- Magnesium: 400 mg
- Vitamin E: 30 IU