

Institute of Medicine

March 30, 2009

BK Positive StepsSM
in Health and Nutrition

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BK POSITIVE
STEPSSM



HAVE IT YOUR WAY[®]





***BK Positive StepsSM* in Health & Nutrition**

Burger King Corp. is committed to helping its customers eat and live better by promoting balanced diets and active lifestyle choices

As part of its *BK Positive StepsSM* health and nutrition program, Burger King Corp. has executed a number of initiatives and continues to look for ways to grow and strengthen the program



A Holistic View: BK Positive StepsSM in...

Food Marketing To Kids

- Joined the CBBB Food & Beverage Advertising Initiative
- Developed strict nutrition criteria

Nutrition Information

- Increased availability of nutrition information via: nutrition posters, brochures, trayliners, www.bk.com

Trans Fat

- Eliminated artificial trans fat in oils and ingredients in United States in 2008

Nutrition Partnerships

- Partnered with USDA to create the *Have It Your Way*[®] with MyPyramid program
- Developed a BKC Nutrition Advisory Panel consisting of five leading health and nutrition experts
- Serve on the American Heart Association's Industry Nutrition Advisory Panel.

Product Innovation

- Launched Kids Meals that meet strict nutrition criteria
- Introduced BKTM Fresh Apple Fries

HAVE IT YOUR WAY[®]

- Launched a “Hold the Mayo” campaign in New York City
- Feature meal combinations that provide 650 calories or less – approximately one-third of a 2,000 calorie diet – on tray liners
- Promoting nutrition messages and sampling the KRAFT[®] Macaroni & Cheese Kids Meal to more than 35,000 families in shopping malls across the country as part of the BURGER KING[®] Play with Your Food Tour□.



BK Sodium Task Force

OUR MISSION:

To explore, and if appropriate, implement opportunities to reduce sodium in North American BURGER KING® menu items.

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BK Sodium Task Force

Assembled a multidisciplinary team with key decision makers from each department:

§ Nutrition

- Legal
- Regulatory and Product Safety
- Product Innovation
- Marketing
- Supply Quality Assurance
- RSI (Purchasing Co-op)





BK Sodium Task Force

Considerations

- Flavor impact
- Cost/Value impact
- Resources available
- Food Quality & Safety
- Supplier



BK Positive StepsSM in Sodium Reduction

What We've Done...

Kids Menu

- Initiated a limit of 600 milligrams or less of sodium in our Kids Meals advertised to children under 12 years old
- Reduced the sodium in our CHICKEN TENDERS[®] by 36%
- Offer Kids Meals that meet our strict nutrition criteria, including:
 - Provides 600 milligrams or less of sodium
 - Provides a “good source” or “excellent source” of at least two of the following nutrients: calcium, potassium, fiber, magnesium or vitamin E (identified by the *2005 Dietary Guidelines for Americans*)





BK Positive StepsSM in Sodium Reduction

What We've Done...

Adult Menu

- Reduced the sodium content of popular menu items and ingredients:
 - 40 percent reduction in ham
 - 25 percent reduction in the TENDERGRILL[®] Chicken Patty
 - Ongoing product development and innovation

YOUR MEAL. YOUR LIFE. YOUR WAY.

Item	Calories	Total Fat	Total Crap	Sodium	Total Sugar	Total Protein
... (many rows)



BK Positive StepsSM in Sodium Reduction

What we're working on...

- We continue to work closely with our suppliers to proactively lower sodium in both new and existing menu items



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