

**Council of Better Business Bureaus  
Children's Food and Beverage Advertising Initiative  
Burger King Corporation's Third Supplement to Pledge  
Date: November 19, 2008**

**New Nutrition Criteria for Advertised Kids Meal**

Burger King Corporation is strengthening its nutritional criteria for Advertised Kids Meals, as defined in its initial Pledge dated September 2007, to now include a limit on sodium to 600 milligrams or less, as well as to include a good source of at least two beneficial nutrients in each Advertised Kids Meal.

As stated in Burger King Corporation's September 2007 pledge, the Kids Meal (consisting of an entrée, side dish and beverage) advertised in its National Advertising will provide, 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 fat; and
- No more than 10 percent of calories from added sugars.

In addition to the above pledged nutritional criteria, the Advertised Kids Meals will now also provide, in total:

- 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.

**Support for Nutrition Criteria**

The Burger King Corporation Nutritional Criteria are based on the 2005 Dietary Guidelines for Americans and other federal and scientifically established dietary recommendations. Support for the new nutrition criteria for Advertised Kids Meals is demonstrated below:

- **The advertised Kids Meal will provide no more than 600 milligrams of sodium.**
  - The Dietary Reference Intake<sup>1</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.

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<sup>1</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.

- **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>2</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>3</sup>
  - The reference values for nutrition labeling for adults and children 4 or more years for the nutrients identified in Burger King Corporation’s nutrition criteria are:
    - Calcium: 1000 mg
    - Fiber: 25 g
    - Potassium: 3500 mg
    - Magnesium: 400 mg
    - Vitamin E: 30 IU

**The Advertised Kids Meal Meets The Nutritional Criteria**

The Kids Meal (consisting of an entrée, side dish and beverage) currently advertised in Burger King Corporation’s National Advertising primarily directed to children under age 12 meets the nutritional criteria.

The following chart sets forth the nutritional values of the KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY’S® 1% Low Fat Milk Advertised Kids Meal:

Meal:	Serving Size (g)	Calories	Fat (g)	Sat. Fat (g)	Added Sugar (g)	Sodium (mg)	Added trans (g)	Calcium (%DV)	Potassium (%DV)	Magnesium (%DV)	Fiber (g)	Vit E (mcg)
KRAFT® Macaroni & Cheese (4oz)	113	160	5	1.5	0	340	0	10%	4%	0%	1	0
Apple Fries	57	25	0	0	0	0	0	3%	2%	0%	1	0
Caramel Dipping Sauce (0.5 oz)	14	45	0.5	0	5	35	0	0%	0%	0%	0	0
Hershey's 1% Low Fat	(8 oz)	110	2.5	1.5	0	130	0	30%	12%	7%	0	0

<sup>2</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>3</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.

Milk												
<b>Total</b>		<b>340</b>	<b>8.0</b>	<b>3</b>	<b>5</b>	<b>505</b>	<b>0</b>	<b>43%</b>	<b>18%</b>	<b>7%</b>	<b>2</b>	<b>0</b>
<b>Percent of Calories</b>			<b>21%</b>	<b>8%</b>	<b>6%</b>		<b>0%</b>					

The KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY’S® 1% Low Fat Milk Advertised Kids Meal meets the requirements of the Nutrition Criteria outlined in Burger King Corporation’s Pledge. Specifically:

- The total calories provided by the meal are 340;
- Approximately 21 percent of the total calories are derived from fat;
- Approximately 8 percent of total calories are derived from saturated fat;
- There are no added trans fats;
- Approximately 6 percent of the total calories are derived from added sugars;
- The meal provides a maximum of 505 milligrams of sodium; and
- The meal provides an “excellent source” of calcium, and a “good source” of potassium.

**Implementation Schedule**

The new nutritional criteria will go into effect immediately.