

**Council of Better Business Bureaus  
Children's Food and Beverage Advertising Initiative  
Burger King Corporation's Supplement to Pledge**

This supplements Burger King Corporation's Food Pledge commitment. As stated in the initial Pledge, Burger King Corporation has been developing menu options to meet the Burger King Corporation Nutrition Criteria. On July 7, 2008, Burger King Corporation will launch its first Kids Meal to meet the Nutrition Criteria, resulting in the Corporation becoming compliant even before its official December 31, 2008 implementation date. Burger King Corporation may advertise this new Kids Meal to children under the age of 12 and it will be featured in 100% of Burger King Corporation's advertising primarily directed to children under age 12 for the remainder of 2008. The new Kids Meal consists of KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY'S® 1% Low Fat Milk.

**Supporting Data for the Advertised Kids Meal**

**A. Advertised Kids Meal**

The combination of the Advertised Meals is as follows: KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY'S® 1% Low Fat Milk.

A menu item exclusive to BURGER KING® restaurants, the 4-ounce serving of KRAFT® Macaroni & Cheese is a good source of calcium and vitamin D (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® 1% Low Fat Milk is an excellent source of calcium and vitamin D (30 percent daily value and 24 percent daily value, respectively).

**B. Ingredient List**

**KRAFT® Macaroni & Cheese ingredients:**

Cooked Macaroniaroni (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 ingredients:**

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

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

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

**HERSHEY'S® 1% Low Fat Milk ingredients:**

A) Low fat milk, vitamin A palmitate and vitamin D3 (Federal Standard). CONTAINS: Milk.

B) Low fat milk, skim milk, vitamin A palmitate and vitamin D3 (California Standard).

### C. The Advertised Kids Meal Meets The Nutritional Criteria

The Kids Meal (consisting of an entrée, side dish and beverage) advertised in Burger King Corporation's National Advertising primarily directed to children under age 12 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 fats; and
- No more than 10 percent of calories from added sugars

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:

<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 (4oz)	113	180	7	2	0	460	0
Apple Fries	57	25	0	0	0	0	0
Carmel Dipping Sauce (0.5 oz)	14	35	0	0	5	25	0
Hershey's 1% Low Fat Milk (8 oz)	(8 oz)	110	2.5	1.5	0	130	0
<b>Total</b>		<b>350</b>	<b>9.5</b>	<b>3.5</b>	<b>5</b>	<b>615</b>	<b>0</b>
<b>Percent of Calories</b>			<b>24.4%</b>	<b>9.0%</b>	<b>5.7%</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 350;
- Approximately 25 percent of the 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 the total calories are derived from added sugars.