

**Council of Better Business Bureaus
Children's Food and Beverage Advertising Initiative
Burger King Corp.'s Fourth Supplement to Pledge
Date: April 20, 2009**

New Kids Meals That Meet Nutrition Criteria

Burger King Corp. is enhancing its Kids Meal menu with offerings that meet its nutrition criteria for advertised Kids Meals, as defined in its initial Advertising Pledge dated September 2007. In addition to its current advertised Kids Meal introduced in 2008, Burger King Corp. is introducing three additional Kids Meals that meet its nutrition criteria. At least one of the three newly-compliant Kids Meals, or the existing advertised Kids Meal, will be featured in 100 percent of Burger King Corp.'s advertising primarily directed to children under age 12. The three newly-compliant Kids Meals are:

- Hamburger with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice;
- New BK BURGER SHOTS® with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice; and
- 4-pce CHICKEN TENDERS® (reformulated to be reduced-sodium) with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY'S® Fat Free White Milk.

Supporting Data for the Advertised Kids Meals

A. Advertised Kids Meals

The first compliant Kids Meal introduced in July 2008, consisting of KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY'S® Low-Fat¹ White Milk, as well as the three newly-compliant advertised Kids Meals are as follows:

1. KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY'S® Fat Free White 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® 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).

¹ Since it was introduced in July 2008, the KRAFT® Macaroni & Cheese advertised Kids Meal included HERSHEY'S® 1% Low-Fat White Milk. On April 27, 2009, Burger King Corp. transitioned from HERSHEY'S® 1% Low-Fat White Milk to HERSHEY'S® Fat Free White Milk in BURGER KING® restaurants nationwide. As of that date, the KRAFT® Macaroni & Cheese advertised Kids Meal and the CHICKEN TENDERS® advertised Kids Meal will include HERSHEY'S® Fat Free White Milk.

3. BK BURGER SHOTS® with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice.

The new 2-pack BK BURGER SHOTS® Kids Meal is “good source” of calcium and potassium (17 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 a “good source” of calcium and potassium (10 percent Daily Value).

4. 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 White 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 White Milk is an “excellent source” of calcium and a “good source” of potassium (35 percent and 13 percent, respectively).

On April 27, 2009, Burger King Corp. transitioned from HERSHEY’S® 1% Low-Fat White Milk to HERSHEY’S® Fat Free White Milk in BURGER KING® restaurants nationwide. This beverage option is included with two of the advertised Kids Meals and will be available for customers of all ages to select in BURGER KING® restaurants.

B. 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 White 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 oryzae, 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 stearyl 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:

BK BURGER SHOTS®:

BEEF MINI BURGER PATTY - (2.4 OZ) 100% ground beef.

BUNS – Enriched flour (wheat flour, malted barley flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), water, high fructose corn syrup, wheat gluten, yeast, contains 2% or less of each of the following: soybean oil, salt, calcium stearoyl lactylate, sodium stearoyl lactylate, monoglycerides, calcium sulfat, calcium peroxide, enzymes, calcium propionate (to retard spoilage).

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: Soy, wheat.

BK™ Fresh Apple Fries:

See above.

Low-fat Caramel Dipping Sauce:

See above.

Calcium-fortified MINUTE MAID® Apple Juice:

See above.

Meal #4:

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. Breeding set in vegetable oil.

BK™ Fresh Apple Fries:

See above.

Low-fat Caramel Dipping Sauce:

See above.

HERSHEY'S® Fat Free White Milk:

See above.

C. The Advertised Kids Meal Meets Burger King Corporation's Nutritional Criteria

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

Meal #1:

Meal:	Serving Size (g)	Calories	Fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)	Added Trans Fat
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 (0.5 oz)	14	45	0.5	0	5	35	0
HERSHEY'S® Fat Free White Milk	(8 oz)	100	0	0	0	150	0
Total		330	5.5	1.5	5	525	0
Percent of Calories			15%	4.09%	6.06%		

Meal:	Calcium (%DV)	Fiber (g)	Potassium (%DV)	Magnesium (%DV)	Vitamin E (mcg)	Vitamin D (IU)
KRAFT® Macaroni & cheese	10%	<1 g	4%	-	-	-
BK™ Fresh Apple Fries	3%	1	2%	-	-	-
Low-Fat Caramel Dipping Sauce (0.5 oz)	0	0	0	-	-	-
HERSHEY'S® Fat Free White Milk	35%	0	13%	-	-	100
Total Percent DV	48%	1	19%	0%	0%	25%

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	290	12	4.5	6	550	0
BK™ Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce (0.5 oz)	14	45	0.5	0	5	35	0
MINUTE MAID® Apple Juice	(6.67 oz)	100	0	0	0	15	0
Total		460	12.5	4.5	11	600	0
Percent of Calories			24.45%	8.80%	9.57%		

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 (0.5 oz)	0	0	0	-	-
MINUTE MAID® Apple Juice	10%	0	10%	2%	-

Total Percent DV	21%	2	18%	2%	0%
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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 460;
- Approximately 25 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 10 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.

Meal #3:

Meal:	Serving Size (g)	Calories	Fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)	Added Trans Fat
BK BURGER SHOTS®	93	220	10	4	4	420	0
BK™ Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce (0.5 oz)	14	45	0.5	0	5	35	0
MINUTE MAID® Apple Juice	(6.67 oz)	100	0	0	0	15	0
Total		390	10.5	4	9	470	0
Percent of Calories			24.23%	9.23%	9.23%		

Meal:	Calcium (%DV)	Fiber (g)	Potassium (%DV)	Magnesium (%DV)	Vitamin E (mcg)
BK BURGER SHOTS®	4%	1	6%	-	-
BK™ Fresh Apple Fries	3%	1	2%	-	-
Low-Fat Caramel Dipping Sauce (0.5 oz)	0	0	0	-	-
MINUTE MAID® Apple Juice	10%	0	10%	2%	-
Total Percent DV	17%	2	18%	2%	0%

BK BURGER SHOTS® 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 Corporation's Pledge. Specifically:

- The total calories provided by the meal are 390;
- Approximately 24 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 9 percent of calories are derived from added sugars;
- Total sodium provided by the meal is 470 milligrams;
- The meal is a “good source” of calcium and potassium.

Meal #4:

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	3	0	310	0
BK™ Fresh Apple Fries	57	25	0	0	0	0	0
Low-Fat Caramel Dipping Sauce (0.5 oz)	14	45	0.5	0	5	35	0
HERSHEY'S® Fat Free White Milk (8 oz)		100	0	0	0	150	0
Total		350	11.5	3	5	495	0
Percent of Calories			29.57%	7.71%	5.71%		

Meal:	Calcium (%DV)	Fiber (g)	Potassium (%DV)	Magnesium (%DV)	Vitamin E (mcg)	Vitamin D (IU)
4-pce CHICKEN TENDERS® (Red. Sodium)	3%	0	6%	-	-	-
BK™ Fresh Apple Fries	3%	1	2%	-	-	-
Low-Fat Caramel Dipping Sauce (0.5 oz)	0	0	0	-	-	-
HERSHEY'S® Fat Free White Milk	35%	0	13%	-	-	100
Total Percent DV	42%	1	22%	0%	0%	25%

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

- The total calories provided by the meal are 350;
- Less than 30 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 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.

Implementation Schedule

The Hamburger Kids Meal with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice is now available at participating U.S. BURGER KING® restaurants.

The BK BURGER SHOTS® Kids Meal with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and calcium-fortified MINUTE MAID® Apple Juice was introduced in April 2009 and available for a limited time only.

The 4-pce CHICKEN TENDERS® Kids Meal with BK™ Fresh Apple Fries, low-fat caramel dipping sauce and HERSHEY'S® Fat Free White Milk will be introduced in May 2009.

On April 27, 2009, Burger King Corp. will be transitioning from HERSHEY'S® 1% Low-Fat White Milk to HERSHEY'S® Fat Free White Milk in BURGER KING® restaurants nationwide.