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Burger King Corp. Makes It Easier for Gluten-Sensitive Restaurant Guests to Make Informed Nutrition Decisions

New Gluten-Sensitive List Available at www.bk.com

MIAMI, Jan 05, 2010 (BUSINESS WIRE) -- Burger King Corp. (NYSE:BKC) today released a Gluten-Sensitive List: foods and ingredients on the BURGER KING(R) restaurant menu in the U.S. that do not contain wheat, barley, oats or rye. As part of nutrition efforts under its BK Positive Steps(R) corporate social responsibility program, the gluten-sensitive nutrition information supports BKC's commitment to provide guests with access to detailed nutrition information so they can make informed choices that fit their dietary and lifestyle preferences.¹

"We understand that our guests have individual dietary needs, and as part of our HAVE IT YOUR WAY(R) brand promise, Burger King Corp. offers menu items for individuals with gluten sensitivity," says Cindy Syracuse, senior director, cultural marketing, Burger King Corp. "With our Gluten-Sensitive list, we're making it easier for our guests to identify these choices."

The Gluten-Sensitive List and other nutrition resources, including detailed nutrition facts, meal planning tools and information about allergens for all U.S. menu items, are available at www.bk.com. Some examples of BURGER KING(R) menu items in the U.S. that do not contain wheat, barley, oats or rye include:

- BK^(R) Fresh Apple Fries with low-fat caramel dipping sauce
- All BURGER KING(R) beef patties
- Egg Omelet
- French Fries
- HERSHEY(R)'S Fat Free Milk
- Side salad (no croutons) with KEN'S^(R) Honey Mustard, Light Italian or Ranch dressing
- TENDERGRILL^(R) Chicken Breast Filet

In addition, under BK Positive Steps^(R) in nutrition, BKC has identified more than 350 BURGER KING(R) meal combinations that provide 650 calories or less - approximately one-third of a daily 2,000 calorie diet. Examples of these meal combinations are featured on tray liners, queue signs and window decals at participating BURGER KING(R) restaurants nationwide, as well as available online at www.bk.com. The company also requires that all BURGER KING(R) restaurants in the U.S. feature a detailed nutrition poster in a visible and prominent location near the counter, and make nutrition brochures available for guests.

ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, *Fortune* magazine ranked Burger King Corp. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades and it was recently recognized by Interbrand on its top 100 "Best Global Brands" list. Through its BK Positive Steps^(R) corporate responsibility program, the BURGER KING(R) system is committed to being a socially responsible brand in all areas of its business - food, people, the environment and corporate governance. To learn more about the BK Positive Steps^(R) corporate responsibility program and view the complete fiscal 2009 report, visit www.bk.com. For more information on Burger King Corp., please visit the company's Web site at www.bk.com.

¹ According to the Gluten Intolerance Group of North America, gluten sensitivity is characterized by gastrointestinal symptoms experienced after ingestion of food containing gluten, a type of protein commonly found in wheat, barley, oats and rye.

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Burger King

SOURCE: Burger King Corp.

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