



Burger King® Global Nutrition Guidelines for Advertising to Children

We understand the global concerns over rising childhood obesity rates and the critical role that restaurants can play in providing nutritious menu options and advertising responsibly. Globally, the Burger King® Brand is committed to doing our part by ensuring that we provide children with options that are nutritionally balanced and delicious.

The Burger King Corporation in the U.S., several of our European affiliates and some Burger King® Restaurant Owners have for many years, voluntarily participated in country and regional children's food advertising pledge programs that have changed the way in which they advertise to children and improved the nutritional profile of children's meals offered on their menus. In addition to their voluntary efforts, globally we require that advertised Burger King® children's meals comply with our own strict nutrition criteria and key nutrition guidelines outlined below:

- Less than 500 calories
- Less than 10 percent of calories from saturated fat
- No added trans fats
- Less than 650 milligrams of sodium
- Less than 15 grams of added sugars
- Provide at least two servings of fruits, and/or vegetables, and/or dairy, and/or whole grains

Where more stringent local regulations and nutrition criteria exist by regulation or participation in the voluntary pledge programs referenced above, those requirements would supersede the Burger King® Nutrition Guidelines. The Burger King® Brand's regular review of the above criteria will ensure the most relevant nutritional guidelines and recommendations are encompassed within our standards for advertising to children.