

## INVESTOR INFORMATION | Press Releases

# BURGER KING CORP. JOINS FORCES WITH NATIONAL RESTAURANT ASSOCIATION TO HELP KIDS LIVEWELL

MIAMI - July 13, 2011 - Burger King Corp. (BKC) today announced it is signing on as one of the inaugural leaders of the Kids LiveWell initiative - a new, nationwide program dedicated to providing healthful meal items for children when dining out, led by the National Restaurant Association (NRA) in collaboration with HealthyDiningFinder.com. As a Kids LiveWell leading partner, BKC commits to offering and promoting nutritionally-balanced menu items for children, such as BK<sup>®</sup> Fresh Apple Fries and fat-free milk.

"Burger King Corp. is proud to join forces with the NRA to make it easier for parents and children to eat better at BURGER KING<sup>®</sup> restaurants," said Leo Leon, vice president of global innovation, Burger King Corp. "Since 1954, we've been offering our guests a customizable menu so they can choose foods based on their individual tastes, whether that means lower sodium, fat or calories or adding whole grains and fruit. As our menu evolves, we continue to focus on food that can be a part of a balanced diet and offers the quality and taste our guests expect from us."

As part of its *BK Positive Steps*<sup>®</sup> corporate responsibility program, BKC offers several items on the BK<sup>®</sup> Kids Menu that meet the Kids LiveWell nutrition guidelines. Several menu items and corresponding nutrition information will be featured on the Kids LiveWell section at [www.HealthyDiningFinder.com](http://www.HealthyDiningFinder.com). The qualifying BK<sup>®</sup> Kids Meals include a choice of fat-free milk or MINUTE MAID<sup>®</sup> 100% apple juice:

1. Chicken Tenders (four-piece), served with BK<sup>®</sup> Fresh Apple Fries;
2. Hamburger, served with BK<sup>®</sup> Fresh Apple Fries; and
3. BK<sup>®</sup> Kids Breakfast Muffin Sandwich, served with BK<sup>®</sup> Fresh Apple Fries.

BKC remains committed to promoting balanced diets to guests. Additional initiatives under the *BK Positive Steps*<sup>®</sup> program include:

- Committed to limit advertising to children under 12 years to Kids Meals that meet strict nutrition criteria to children under 12, as part of its Council of Better Business Bureaus' (CBBB) Children's Food & Beverage Advertising Initiative (CFBAI) advertising pledge;
- Formed a multi-disciplinary sodium task force to explore ways to lower sodium in BURGER KING<sup>®</sup> menu items on an ongoing basis;
- Identified hundreds of unique meal combinations that provide 650 calories or less - approximately one-third of a 2,000 calorie diet - and recently added an interactive "calorie badge" tool on BK.com that helps visitors build meals under 650 calories;
- Recently partnered with the USDA's Center for Nutrition Policy and Promotion (CNPP) to promote the new *MyPlate* icon and educate consumers on healthier eating consistent with the *2010 Dietary Guidelines for Americans*;
- Introduced a variety of promotional items in BURGER KING<sup>®</sup> restaurants nationwide featuring *BK Positive Steps*<sup>®</sup> materials and signage that encourage customers to make more healthful choices - including "Meals Under 650 Calories," BK<sup>®</sup> Kids Meals that meet nutritional criteria, BK<sup>®</sup> Fresh Apple Fries, and "Hold the Mayo" materials;
- Transitioned to zero grams trans fat cooking oils in the U.S., Canada, Europe, Latin America, Puerto Rico and the Caribbean; and
- Provides detailed nutrition information for all U.S. menu items in BURGER KING<sup>®</sup> restaurants and at [www.bk.com](http://www.bk.com).

### ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING<sup>®</sup> is the second largest fast food hamburger chain in the world. The original HOME

OF THE WHOPPER<sup>®</sup>, the BURGER KING<sup>®</sup> system operates more than 12,250 locations serving over 11 million guests daily in 76 countries and territories worldwide. Approximately 90 percent of BURGER KING<sup>®</sup> restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3gcapital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

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