

# BURGER KING COMMITMENTS

## PROGRESS TO DATE

Burger King operates over 11,500 restaurants across 72 countries worldwide and we pride ourselves that all our beef burgers are flame grilled, and made from 100% beef, with no added salt. We welcome the Government's initiatives to reduce obesity and diet related disease in the UK and recognize that we have a responsibility to help our customers make healthier dietary and lifestyle choices through information, education and enhanced menu offerings.

In 2007, Burger King published a Global Health statement committing the company to taking positive steps to provide our customers with the information, choices and products they expect. In Europe we have launched the Food You Can Trust programme, which will have far reaching developments in product nutrition and customer communication.

In November 2007, we took the voluntary step to sign up to the EU Pledge on Children's Advertising, one of only 10 companies to commit to restrict 100% of print and online advertising directed to children under 12 years old and to Kids' meals that meet the Burger King nutritional criteria which means:

- No more than 1.67g of salt or 660g of sodium
- No more than 560 calories per meal
- Less than 30 percent of calories from fat
- Less than 10 percent calories from saturated fat
- No added trans fats
- No more than 10 percent of calories from added sugars

Additionally, we have recently introduced two new menu items to the Kids' menu with lower salt content including Chicken Bites (0.309g), reduced by 8% and Char-grilled Chicken Fillet Strips (0.398g) reduced by 13%, made with no artificial colours or preservatives.

Aside from the changes to our Kids meals, Burger King has already taken steps to significantly reduce salt in other key menu items- (see page 2). We have also stopped salting our fries in restaurants in the UK.

In July of this year, we were also praised by the 'National Consumer Council' for our efforts in providing nutritional information for our customers, which is available on our newly updated website [www.burgerking.co.uk](http://www.burgerking.co.uk) and on leaflets within the restaurants.

## FORWARD COMMITMENT

Burger King is committed to working with the FSA to help inform and offer our customers a range of healthier option menu items. This is through a combined approach consisting of: a reduction in salt and saturated fats to core menu items and an improvement in customer communication and information.

This document describes the steps we will take in 2009 to work towards this.

## PLANNED MONITORING

Burger King is committed to working with the FSA and reporting back on the progress and improvements made.

We also have an active programme of sensory testing to ensure that, in making reductions to salt and saturated fat content, we continue to meet customer expectations of great tasting burger and sides.



# PROCUREMENT

## PROGRESS TO DATE

Burger King has a rigorous quality control procedure through our Supply Quality Assurance team, which reviews everything from animal husbandry, food safety issues to nutrition. Our suppliers are selected on the basis of their ability to meet and consistently comply with our policies.

We have already had some successes in reducing salt levels in key ingredients, for example: reduced salt in our chicken bites by 8%,

reduced salt by 10% in the Piri Piri baguette chicken breast (only available in Ireland) and in the chicken breast for the flame grilled chicken salad by 42%. In the UK, we also switched to a trans-fat free cooking oil in 2005 and removed any other source of added trans-fat.

In addition, we have a strong New Product Development team headed up by Director Mark Dowding, who is setting aspirational targets to aim to meet the far-reaching goals of the Global health statement.

## FORWARD COMMITMENT

We will work with our New Product Development team to endeavour to make further salt reductions in a range of our core menu items and will report on the progress we have made in 2009.

We will work with our suppliers to identify what is possible re: reduction of levels of saturated fat in our products, focusing firstly on our key core menu items. We will look to report back on specific steps that are possible and plans for further work on the basis of the discussions with suppliers and internal evaluation in February 2009.

In addition, we will seek to trial frying oil with a reduced level of saturated fat with the objective of aiming to reduce the amount of saturates in our fries by the end of 2009.

## PLANNED MONITORING

We will provide details of the reductions we make as we achieve them – at regular intervals.

We will talk to the FSA about the possible steps we have identified – and publish examples of the progress we have made.

We will start trialling this by December 2009.



# KITCHEN PRACTICE

## PROGRESS TO DATE

We have a rigorous Kitchen Practice procedure to maintain the highest product quality standards and to ensure the nutritional improvements we are making in our core ingredients are not undermined by what happens in the kitchen.

We train our staff using the same processes every time through our Seed Training programme, where each member of restaurant staff is trained in new product ingredients, builds and presentation. In the past 12 months, we've also seen a substantial increase in the number

of CRT (Certified Restaurant Trained) restaurants, which act as a benchmark for Operations and Training Excellence to ensure we retain our high kitchen standards. Currently, we can report that 98 restaurants have achieved CRT status with a further 63 in the process of being developed.

Burger King has also recently re-launched the ***BK Right Track Training staff programme***, which provides restaurants with a toolkit to carry out effective workstation training and deliver Operations excellence across the NW system.

## FORWARD COMMITMENT

Burger King is planning to further develop the CRT programme and will endeavour to certify an additional 30 restaurants by July 2009.

## PLANNED MONITORING

Burger King will monitor the development of the CRT programme progress through a training scorecard – an internal tool used to help the Training department meet their goals.



# MENU PLANNING

## PROGRESS TO DATE

We constantly review our menu offering and have recently included a range of salads as an alternative to burgers. At the moment we have made the following commitments regarding our menu items: our 'Have It Your Way' philosophy already encourages people to choose a healthier way of having a Burger King meal, which can include adding more salad or selecting a reduced fat mayonnaise options etc. and we are continuing to look at ways to help offer and inform our customers about healthy choice options.



## FORWARD COMMITMENT

We have set up a Mums' Panel on the online community site Mumsnet and we will work with them to help provide feedback on the development of our kids menu eg: our new fresh apple based dessert which we will be producing and launching for kids in 2009, in line with our EU Pledge.

## PLANNED MONITORING

We will update the FSA on the development of this product in January 2009.



# CONSUMER INFORMATION

## PROGRESS TO DATE

In November 2005 Burger King designed an in-store nutritional brochure that customers could take away with them. The objective of this brochure was to communicate the Have It Your Way brand message focusing on its quality cues and detailing the nutritional information of our core product range.

The result was the production of a booklet called Reality Checker, which was printed and distributed throughout our restaurants in early 2006.

At the same time we launched a detailed nutritional guide both on our website and in leaflet form which listed the various nutrients and allergens in every product we sold. This leaflet called Proud Of Our Figures is regularly updated and available in all restaurants as well as being available to view online.

## FORWARD COMMITMENT

Continue to ensure that "Proud Of Our Figures" is available in all our stores, all the time.

We will develop our website further to enable customers to add or subtract various items from their meal to embrace the complete Have It Your Way philosophy.

Continue to work with the FSA as it looks into what nutritional information people want when they eat out in quick service restaurants, and share our own customer insight work if this would be helpful.

## PLANNED MONITORING

Ensure distribution through our below the line agency

Report back to FSA with progression of more meaningful nutritional information to be made available to our customers

Share any findings of any relevant research Burger King carry out on this topic.

