

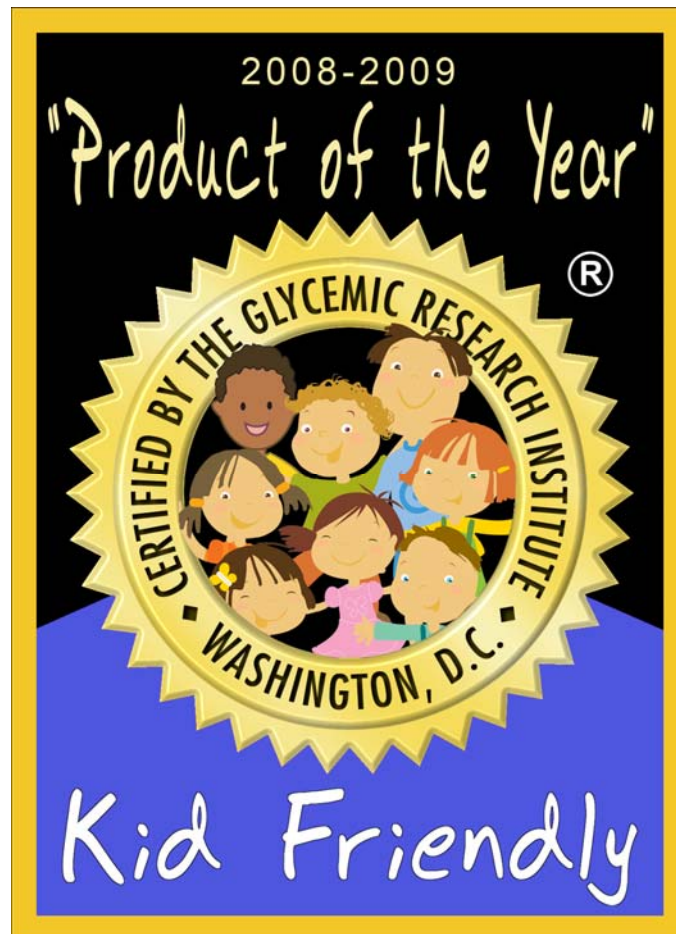
# GRI

Glycemic Research Institute  
WASHINGTON, D.C.

## PRESS RELEASE

August 2008

**Burger King Receives 2008-2009  
"Product of the Year" for  
Kid Friendly Foods**





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## **BURGER KING CORP. STEPS UP TO THE PLATE**



The Glycemic Research Institute (GRI) in Washington, D.C. has just announced that BK™ Fresh Apple Fries has received the “Kid Friendly Product of the Year” award. As part of an ongoing effort to improve childhood nutrition, Burger King Corp. has made strides with the introduction of its new product, BK™ Fresh Apple Fries, fresh-cut skinless red apples sliced to resemble real fries.

“Burger King Corp. is the first quick-service restaurant to offer a product that qualifies for this award,” said Dr. Ann de Wees Allen, chief of biomedical research for the Glycemic Research Institute. “BK™ Fresh Apple Fries is a great example of how Burger King Corp. meets customer expectations, while using product innovation to make healthy foods more attractive to kids.”

GRI ([Glycemic.com](http://Glycemic.com)) is a non-profit organization providing federal government compliant certifications, including “Low Glycemic”, “Diabetic Friendly” and “Kid Friendly.” These GRI Certification Marks are backed by independent Board Approved Human In Vivo Clinical Trials ([GlycemicIndexTesting.com](http://GlycemicIndexTesting.com)), which are required for FDA and FTC claims. GRI’s decision to award Burger King Corp. the “Kid Friendly Product of the Year” was based on the innovative aspect of the BK™ Fresh Apple Fries, as well as the metabolic response to BK™ Fresh Apple Fries. The *Kid Friendly Certification Seal* is only awarded to products that meet the GRI strict criteria for foods and beverages.

“We’re thrilled that the Glycemic Research Institute has recognized our commitment and innovation in helping to promote nutritionally-balanced menu items for children,” said Russ Klein, president, global strategy, marketing and innovation, Burger King Corp. “Our BK™ Fresh Apple Fries demonstrate an effort that is part of our *BK Positive Steps*<sup>SM</sup> nutrition program, which includes taking steps to help improve childhood nutrition.”



In order for GRI to independently determine the metabolic response to the BK™ Fresh Apple Fries, plasma glucose and serum insulin responses were analyzed following the ingestion of the fresh fruit product (2.0-ounce serving with 25 total calories). Response perimeters, including glycemic and adipose tissue fat-store, were tracked and analyzed.

GRI offers Board Approved clinical testing to food manufacturers for Kid Friendly products in development, as well as an evaluation of foods currently on the market ([www.GRIKidFriendly.com](http://www.GRIKidFriendly.com)).

### **About the Glycemic Research Institute**

The Glycemic Research Institute is a non-profit organization that has been providing CFR 21 claim substantiation for the past 25 years, to food and beverage manufacturers, and is also certified by the UK and Canadian governments.

### **About BURGER KING CORPORATION**

The BURGER KING® system operates more than 11,500 restaurants in all 50 states and in 72 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® 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. To learn more about Burger King Corp. please visit the company's Web site at [www.bk.com](http://www.bk.com).