



**BURGER KING ANNOUNCES**  
***“PRODUCT OF THE YEAR”***  
**FROM THE**  
**GLYCEMIC RESEARCH INSTITUTE**

By CATHERINE R. COBB

**Sept. 01, 2008**

With products like Fresh Apple Fries, low-fat milk and macaroni and cheese, Burger King Corporation is capitalizing on the trend towards healthier eating for children.

The Miami-based chain recently reported that just five weeks after launching Fresh Apple Fries, a nonfried lookalike item served in paper French fry sleeves, more than 3 million portions of the Red Delicious shoestrings had moved as kids' meal items, exceeding BK's expectations by 85 percent. That result apparently included an unspecified quantity of à la carte sales at about \$1.49 each.

But while the No. 2 burger chain has been upbeat about consumer response to the fresh-fruit item, only a handful of other food-service operators appear to be pursuing new diet-oriented marketing tactics beyond those adopted in recent years in the face of mounting concerns about childhood obesity and early-onset diabetes.

In late June, Burger King rolled out its health-oriented kids' meal to all U.S. branches of the chain. The meal, which features the Fresh Apple Fries with caramel dipping sauce, macaroni and cheese and 1-percent-fat milk, contains 350 calories and 9.5 grams of fat. The Apple Fries are just 25 calories if eaten alone.

Mike Fletcher, Burger King's senior manager for global youth and family marketing, said the kids' meal change was made "because children are an important focus of our marketing efforts" and BK "felt like we could do a great deal of good in focusing our efforts toward nutritious meals."

Last September the chain joined the Better Business Bureau's Children's Food and Beverage Advertising Initiative to modify its advertising to children under 12 and promote healthy dietary choices. As part of that commitment, Burger King developed a set of nutritional guidelines for the kids' meals it advertises.

By December, the company said, it would only advertise kids' meals that provide no more than 560 calories, fewer than 30 percent of their calories from fat, fewer than 10 percent of calories from saturated fat and no added trans fats.

The Fresh Apple Fries are a natural extension of what kids already enjoy, Fletcher said. "This is the marriage of a familiar food product with R&D innovation. We take a plain old apple cut up, and tap into all the things consumers and kids like about French fries:

They are delicious, portable finger foods that are dippable, and the caramel packet resembles a ketchup packet," he said. "We felt that kids would enjoy something that was very familiar to them that is also healthy."

Fletcher said the Fresh Apple Fries had won the *Kid Friendly Product of the Year* honor from the **Glycemic Research Institute** in Washington, D.C., and he added that BK is now developing other healthy kids' menu items.

# MSN



## MONEY NEWS

### **Burger King Corp. Makes Strides with Innovative, Easy-to-Eat New Product That Gives Kids an Appetite for Apples**

August 12, 2008 7:30 AM ET

Burger King Corp. BKC announced today that since the June 30 launch of BK™ Fresh Apple Fries - fresh-cut, skinless red apples sliced to resemble real french fries – more than three million servings have been sold, 85% higher than originally projected.

“We know it’s not an easy feat for moms to get kids to choose fruit over other favorite foods,” said Russ Klein, president, global strategy, marketing and innovation, Burger King Corp. “That’s why we’re thrilled about the success of BK™ Fresh Apple Fries. Providing innovative and nutritionally balanced menu options that parents and kids agree on is a hallmark of our *BK Positive Steps*<sup>SM</sup> and will continue to be a guiding principle as our menu evolves.”

Available as part of the new nutritionally balanced BURGER KING® Kids Meal, BK™ Fresh Apple Fries provide a full serving of fruit, helping kids meet the recommended fruit intake. Burger King Corp.’s BK™ Fresh Apple Fries have also just received the “*Kid Friendly Product of the Year*” award from the Glycemic Research Institute (GRI) in Washington, D.C.

#### **Forward-Looking Statements**

Certain statements made in this press release that reflect management's expectations regarding future events are forward-looking in nature, including statements regarding the Company's sales of BK™ Fresh Apple Fries exceeding original projections and the Company’s belief that it will continue its strategy of providing innovative and nutritionally balanced menu options as a part of its *BK Positive Steps*<sup>SM</sup> nutrition program.

These forward-looking statements are only predictions based on our current expectations and projections about future events.

Important factors could cause our actual results to differ materially from those expressed or implied by these forward-looking statements, including those risk factors set forth in our annual and quarterly reports filed with the Securities and Exchange Commission and the following: (i) our ability to sustain product sales at current levels; and (ii) our ability to continue to develop innovative and nutritionally balanced menu options as a part of our nutrition program.

### **About Burger King Corporation**

The BURGER KING® system operates more than 11,400 restaurants in all 50 states and in 70 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. To learn more about Burger King Corp. please visit the company's Web site at [www.bk.com](http://www.bk.com).

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# **MEDIA POST'S MARKETING DAILY**

## **NEWS BRIEF**

### **Burger King: Apple Fries Selling Like Hotcakes**

Since the June 30 launch of its Fresh Apple Fries, red apples sliced to resemble French fries, more than three million servings have been sold, the Miami-based company says--which is 85% higher than projected.

Available as part of the Kids Meal, the product has also received the "**Kid Friendly Product of the Year**" award from the Glycemic Research Institute in Washington, D.C., per Burger King.

*Nina M. Lentini*



Tue Aug 12, 2008 7:30am EDT

## Burger King Corp. Makes Strides with Innovative, Easy-to-Eat New Product That Gives Kids an Appetite for Apples

More Than Three Million BK <sup>TM</sup> Fresh Apple Fries Sold  
Nationwide at BURGER KING <sup>®</sup> Restaurants in Five Weeks

MIAMI (Business Wire)

Burger King Corp. (NYSE:BKC) announced today that since the June 30 launch of BK(TM) Fresh Apple Fries - fresh-cut, skinless red apples sliced to resemble real french fries - more than three million servings have been sold, 85% higher than originally projected.

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To learn more about Burger King Corp. please visit the company's Web site at [www.bk.com](http://www.bk.com).

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## RESTAURANT NEWS RESOURCE

August 12, 2008

[Restaurant News Resource.com](http://RestaurantNewsResource.com)

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