



January 30, 2014

Mr. Daniel S. Schwartz
Chief Executive Officer
Burger King Worldwide, Inc.
5505 Blue Lagoon Drive
Miami, FL 33126

Dear Mr. Schwartz:

We, the undersigned, write to ask Burger King Worldwide, Inc. to strengthen its commitment to providing children with healthy meal options, including by removing soda and other sugary beverages from your children's menu.

Families eat out twice as often as they did in the 1970s, with children consuming about a quarter of their calories at fast-food and other restaurants. Given the growing role of restaurant foods in children's diets and the high rates of childhood obesity, restaurants should do more to help children eat better.

We commend you for taking some initial steps to address the nutritional quality of your children's meals and for joining the National Restaurant Association's Kids LiveWell program. We ask you to continue to build on that commitment by offering only healthy beverages, such as low-fat or fat-free milk, water, or unsweetened flavored seltzer, with all your children's meals.

Soda and other sugary drinks promote obesity, diabetes, and heart disease. According to the *Dietary Guidelines for Americans, 2010*, sugar-sweetened beverages are the single largest source of calories in children's diets and provide nearly half of their added sugars intake. A 2001 study published in the *Lancet* found that drinking just one additional sugary drink every day increases a child's chances of becoming obese. With one in three children overweight or obese in the United States, it no longer makes sense to include sugary beverages in restaurant meals for young children.

McDonald's recently announced it would no longer list soda on the kids' meal section of its menu boards. Subway, Chipotle, Arby's, and Panera also do not offer soda as a beverage option on their children's menus. Offering only healthier beverage options helps children to eat better and supports parents' efforts to feed their children more healthfully.

We urge you to go beyond the Kids LiveWell program's minimum requirements and remove soda and other sugary drinks from your entire children's menu. We look forward to your response and would welcome the opportunity to work with you and your staff to improve the nutritional quality of your restaurants' children's meals and beverages.

Sincerely,

Organizations

A World Fit For Kids

Academy of Nutrition and Dietetics

Advocates for Better Children's Diets

American Academy of Sports Dietitians and Nutritionists

American Cancer Society

American Diabetes Association

American Institute for Cancer Research

American Medical Student Association

American School Health Association

Asian and Pacific Islander Obesity Prevention Alliance

Association of State Public Health Nutritionists

Bangor Health and Community Services

Bay Area Nutrition and Physical Activity Collaborative

Berkeley Media Studies Group

California Center for Public Health Advocacy

California Conference of Local Health Department Nutritionists

The California Endowment

California WIC Association

Cancer Prevention and Treatment Fund

Center for Communications, Health & the Environment

Center for Digital Democracy

Center for Global Policy Solutions

Center for Nutrition and Activity Promotion

Center for Science in the Public Interest

Central California Regional Obesity Prevention Program

ChangeLab Solutions

Childhood Obesity Prevention Coalition

Children Now

Community Food and Justice Coalition

Congregation of Sisters of St. Agnes

Consortium to Lower Obesity in Chicago Children

Consumer Federation of America

Day One

Defeat Diabetes Foundation

D'fine Sculpting & Nutrition LLC

Directors of Health Promotion and Education

Earth Day Network

Eat Smart, Move More South Carolina

Energy Up!

First 5 Yolo

Florida Prevention Research Center

Food and Water Watch

Food Fight

Food, Nutrition & Policy Consultants, LLC
Food Trust
GW Cancer Institute
Healthy Living Rochester
Hispanic Dental Association
The Horizon Foundation of Howard County,
MD
Indian Rural Health Association
Institute for America's Health
Institute for Integrative Nutrition
Institute for a Sustainable Future
Interfaith Center on Corporate
Responsibility
Iowa Public Health Association
KC Healthy Kids
Lane Coalition for Healthy Active Youth
Latino Coalition for a Healthy California
LiveWell Colorado
Louisiana Public Health Institute
Maine Public Health Association
Mercyhurst University Institute for Public
Health
Midwest Coalition for Responsible
Investment
MomsRising.org
National Action Against Obesity

National Association of Chronic Disease
Directors
National Association of County and City
Health Officials
National Center for Weight & Wellness
National Congress of Black Women
National Consumers League
National Council of La Raza
National Network of Public Health Institutes
National Physicians Alliance
National WIC Association
The Nemours Foundation
New York State Public Health Association
Northwest Coalition for Responsible
Investment
Nutrition First
Oral Health America
Oregon Public Health Institute
Parents, Educators & Advocates Connection
for Healthy School Food (PEACHSF)
Partners for a Healthier Community
Partnership for a Healthier New York City
Partnership for a Healthy Lincoln
Partners for a Healthy Nevada
Partnership for Prevention
Philadelphia Department of Public Health

Praxis Project

Prevention Institute

Progressive Leadership Alliance of Nevada

Project LEAN

Public Health Advocacy Institute

Public Health Institute

Recipe for Success

Real Food for Kids

Real Food for Kids - Montgomery

Rudd Center for Food Policy & Obesity

Shape Up America!

Social Justice Learning Institute

Society for Nutrition Education and
Behavior

SuperKids Nutrition

Tweens Nutrition and Fitness Coalition

Upstream Public Health

Young People's Healthy Heart Program

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