

Corporate responsibility statements

Company	Restaurant(s)	Corporate statement
<i>Statements about kids' meals</i>		
McDonald's Corp	McDonald's	"Parents are looking for menu choices that they can feel good about feeding their kids, and that's why we're focused on evolving the Happy Meal and making balanced meals more accessible to families across the globe. McDonald's will continue to take a responsible approach to our Happy Meals by offering balanced options and promoting menu items that contribute to recommended food groups, such as fruits, vegetables and low-fat dairy." ¹
Doctor's Associates	Subway	"The Subway brand recognizes the importance of providing children with a well-balanced meal that includes a variety of food groups. 100% of Subway children's meals meet nutritional criteria that are consistent with USDA Dietary Guidelines for Americans. The Subway Fresh Fit for Kids meal includes a low-saturated fat mini sub on 9-Grain Wheat, topped with all the fresh vegetables, sliced apples for a side and milk or Honest Kids Fruit Punch for a beverage." ²
Restaurant Brands Intl	Burger King	"[We] remain committed to ensuring we advertise menu items that provide families with nutritionally balanced options suitable for even our youngest guests." ³
<i>Statements about marketing to kids</i>		
McDonald's Corp	McDonald's	"We're proud of our long heritage of taking marketing to children seriously and responsibly, and we actively participate in self-regulation programs focused on this important issue... That's why we participate in a number of local, regional and global pledges, such as the EU Pledge and the U.S. Children's Food & Beverage Advertising Initiative. Our global policies are guided by these pledges as well as our own Global Marketing to Children Guidelines, which apply to all of our markets around the world." ⁴
Yum! Brands	Taco Bell, KFC, Pizza Hut	"[We] limit marketing communications to children under 12... Yum! Brands follows U.S. and international guidelines to avoid marketing to children." ⁵
Domino's Pizza	Domino's	"In our industry there is increased concern about marketing to children. Domino's does not, and will never, market to children. Nor do we feature children in our advertising, whether it be broadcast or non-broadcast as part of our media policy. This includes the use of marketing techniques that appeal to children such as games and toys." ⁶
Restaurant Brands Intl	Burger King	"As an original member of the U.S. Children's Food & Beverage Advertising Initiative and European Union (EU Pledge) programs, Burger King Corporation and participating European affiliates in those territories only advertise meals and products to children under the age of 12 that meet established uniform nutritional criteria for calories, saturated fat, sodium and added sugar. The U.S. and EU pledge programs have annual reporting requirements and cover a broad array of advertising and media platforms such as TV, radio, print, online and mobile (including company-owned websites and social media profiles), and product placement." ⁷
<i>Other nutrition-related statements</i>		
Restaurant Brands Intl	Popeyes	"At Popeyes, we're starting by removing colors, flavors, and preservatives from artificial sources from our core chicken menu items in the US by 2022, and have updated our recipes in two other countries." ⁸
Restaurant Brands Intl	Burger King	"At Burger King in the US, the Whopper sandwich and 90% of the permanent food menu are now free of colors, flavors, and preservatives from artificial sources, and we're striving to reach 100% by the end of 2021." ⁹
Restaurant Brands Intl	Burger King, Popeyes	"We are committed to providing our guests with a variety of menu options and the information they need to make informed choices, while continuously improving the nutrient profile of our existing food lineup. We are working to expand our sodium reduction initiatives and set forward-looking targets to reduce the presence of other nutrients of concern, including fat and sugar." ¹⁰
Yum! Brands	Taco Bell, KFC, Pizza Hut	"[We] offer lower-calorie menu options across main dishes, combos and sides, consistent with Yum!'s global nutrition standards that align with the World Health Organization and the Dietary Guidelines for Americans, to continue to improve our food's nutrition. By 2030, we intend to represent 50% of menu food offerings to be consistent with Yum! global nutrition criteria for meal options." ¹¹
Doctor's Associates	Subway	"Subway Restaurants believe in providing complete and accurate nutrition and dietary information so that our guests can make informed choices." ¹²

Corporate responsibility statements continued

Company	Restaurant(s)	Corporate statement
<i>Other nutrition-related statements (continued)</i>		
Wendy's	Wendy's	"At Wendy's, it's not only about offering craveable menu items, but also using high-quality ingredients. Our fruits and veggies are from world-class suppliers; we say no to artificial ingredients, flavorings and preservatives whenever possible; and we use ingredients you'd find in your own fridge or pantry." ¹³
Dunkin' Brands	Dunkin'	"Dunkin' and Baskin-Robbins have successfully eliminated artificial dyes from key categories on their menu." "Dunkin' Brands 2018 Sustainability Report Goals: Expand our vegetarian and vegan offerings on both DD/BR menus by 2020." ¹⁴
Domino's Pizza	Domino's	"We believe in being transparent with our customers to help them with their food choices. This includes providing all relevant information relating to nutritionals, allergens and additives clearly on our website to help customers choose food that fits into their lifestyles." ¹⁵
Chick-fil-A	Chick-fil-A	"We believe in serving delicious, better-for-you fast food. By offering a variety of wholesome options, we're working toward a menu that is more healthy and sustainable, without ever sacrificing taste or quality." ¹⁶
Papa John's Intl	Papa John's	"Papa John's has always believed in BETTER INGREDIENTS. BETTER PIZZA. Serving high-quality pizza made with authentic ingredients." "Papa John's offers detailed nutritional information online, for many items, including the ingredients of most of our products." ¹⁷
Chipotle Mexican Grill	Chipotle	"Being real means... making food fresh every day. No artificial flavors, colors, or preservatives. No microwaves, freezers or can openers... we only use 53 ingredients you can pronounce." ¹⁸
Inspire Brands (formerly Roark Capital Group)	Arby's, Sonic, Jimmy John's	"Our brands also follow all applicable FDA guidelines related to antibiotic use. This includes the judicious use of antibiotics, under the supervision of a veterinarian, to prevent or treat illness in the animals." "Inspire has committed to finalizing 100% sourcing of cage-free eggs by 2025, with phased implementation timing for Sonic related to volume of eggs used. Arby's completed its transition to serving only cage-free eggs by 2020. Eggs are not served at, nor sourced for, Buffalo Wild Wings nor Jimmy John's." "Inspire ensures all ingredients are in compliance with regulatory standards, including artificial colors. We have removed artificial colors in some products and continue to evaluate the feasibility of potential replacements for artificial colors in other products." ¹⁹
JAB Holding Company	Panera Bread	2017-2019 Commitments and Accomplishments: "[We] shared our aspiration to expand plant-based offerings to 50% of our entrees, including a new offering in every menu category by the end of 2021 • Expanded our array of whole grain breads, providing more options than any other national restaurant chain • Launched a new line of moderate to no-added sugar self-serve beverages and disclosed amount of added sugar at beverage stations • Launched a new product category with our Baja and Mediterranean Grain Bowls, a plant-forward offering • Began labeling whole grain content on all bread items containing more than 51% whole grain" ²⁰
<i>Addressing hunger</i>		
Roark Capital Group	Arby's	"Nationally, we partner with Share Our Strength's No Kid Hungry campaign. As a Core Partner of the No Kid Hungry campaign, the highest delineation for a partner, we work with them on all levels to take a strategic approach to ending childhood hunger by funding long-term innovative programs and sustainable solutions that impact the issue of childhood hunger." "Our School's Out, Food's In (SOFI) program is designed to support children who struggle to find meals during the summer when they no longer have access to free or reduced price school lunches. Each year, before the last day of school, Arby's partners with local school systems to provide students with a SOFI meal card, providing 10 free Arby's Kids meals for each student during the summer." ²¹
Chick-fil-A	Chick-fil-A	"At Chick-fil-A, we strive to take great care of our communities. And, while there are countless ways to make an impact, we know that a nourishing meal is a critical need for millions of people. That's why we created Chick-fil-A Shared Table, a program to help Chick-fil-A Operators fight hunger in their local communities by donating surplus food to local soup kitchens, shelters and nonprofits to food those in need." ²²
Jack in the Box	Jack in the Box	"Jack in the Box partners with No Kid Hungry to ensure children have access to three healthy meals a day." ²³

Source: Rudd Center analysis of corporate responsibility statements posted on company websites (March, 2021)

Appendix Table 1

1. Nutrition & Marketing Practices. Retrieved March 31, 2021 at <https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html>
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