



MEDIA RELEASE

Grill'd burgers – 75% less fat than most café meals!*

May 2007: Although in recent years the fast-food industry has been served with an ultimatum to shape up or ship out, little attention has been placed on café style takeaway meals such as pastas, curries, and stir-fries. Often consumers believe they are taking the healthier option by ordering such meals, however, they discount the fact many of the café style meals are laden with high levels of saturated fat and excess kilojoules.

Simon Crowe, Grill'd Managing Director says that unlike a lot of restaurants, Grill'd takes a holistic approach to healthy eating; "Our burgers are nutritious across the board and we use really fresh salads and buns and we don't use the high fat butters and oils that go into a lot of café style meals."

A recent study by Food & Nutrition Australia (FNA), an independent nutrition organisation in March 2007¹, comparing Grill'd burgers with café style products has found that in almost every single weight for weight comparison, Grill'd comes out on top. FNA found that on average, takeaway or café style meals such as fish and chips, pasta with creamy sauces, curries or noodle dishes contain 38-50 grams of fat per serve equating to over half a person's fat recommendation for the entire day.

FNA has also found that a typical Simply Grill'd burger provides more than 65% of a persons recommended dietary intake of protein and 47% of zinc required but only 26% of total kilojoules and 19% saturated fat intake. On average, by choosing a standard Grill'd burger instead of eating out at the local café or takeaway restaurant, you'll save yourself more than a third of your kilojoule intake.

Crowe says, "Consumers need to realise that just because they're choosing a non-traditional style of takeaway food doesn't necessarily mean they're having a healthy meal. At Grill'd you can get a fresh, healthy lunch or dinner without the hidden kilojoules of pasta, fish and chips or a curry".

1. The Simply Grill'd burger contains **per serve**

- only 4.5 grams of saturated fat (1.6g per 100g)
- 73% less saturated fat than an Asian Beef and Noodle Stir-fry
- 64% less saturated fat than a Supreme Pizza serving
- 47% of your daily Zinc intake
- 36% of your daily Iron intake
- 34% of your daily Vitamin C intake
- 43% of your daily Thiamine intake
- 65% of your daily protein intake
- only 26% of your daily kilojoule intake

2. The Grill'd Simon Says burger contains **per serve**

- only 3.5 grams of saturated fat (1.3g per 100g)
- 80% less saturated fat than a serve Fish & Chips
- 70% less saturated fat than a Chicken Curry with Rice
- 77% less saturated fat than a Pasta with Carbonara Sauce
- 20% of your daily Iron intake
- 20% of your daily magnesium intake
- 51% of your daily Thiamine intake
- 73% of your daily protein intake
- only 24% of your daily kilojoule intake

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* Based on average saturated fat content of 6 typical café style meals compared to 4 Grill'd burgers

¹ Food & Nutrition Australia, Comparison of Grill'd Burgers with common fast food and eating out options. FNA Report, 2007

3. The Grill'd Garden Goodness burger contains **per serve**

- only 5.6 grams of saturated fat (1.9g per 100g)
- 79% less saturated fat than a serving of Nachos
- 22% of your daily Iron intake
- 29% of your daily Fibre intake
- 27% of your daily Calcium intake
- 59% of your daily Vitamin C intake
- 34% of your daily protein intake
- only 26% of your daily kilojoule intake

Healthier convenience food options are becoming increasingly important as the average Australian eats out four times per week, with two thirds of Aussies eating takeaway food daily for lunch. Research with busy city workers conducted by FNA showed 57% of respondents claimed that lack of time to cook, shop and prepare healthy meals was a major barrier to eating well.

In accordance to a recent ACNielsen LifeChoices report² Nicole Torkar, Executive Director, AC Nielson stated, "Out-of-home dining has become ingrained in our society. However, consumers believe the change to eating more fast food, soft drinks and snacks, is causing people to gain weight. In particular, people associate weight gain with Western fast food, while they felt Asian and other ethnic foods were healthier choices and less likely to lead to obesity,". The FNA study however, has found that a Simply Grill'd burger has less than half the fat of an average beef and noodle stir-fry or chicken curry.

The majority of Australians are committed to their health; with research conducted by HealthFocus International in 2006³ showing one in five people 'always' choose foods for health reasons and another 63% usually do so. However, most people can't spot healthier choices when eating out, with the levels of fat and sugar the main concerns of Australians when eating out.

Since launching in 2004, Grill'd has set out to modernise the most widely appealing food concept in the world – the burger, by offering the freshest of ingredients teamed with lean patties and a delicious range of signature sauces. The Grill'd menu consists of 19 different recipes from the Bombay Bliss; a chickpea pattie with roasted peppers, tzatziki, salad and relish, to the Zen Hen; a grilled chicken breast with tangy satay sauce, carrot, coriander, salad and herbed mayo and the Baa Baa Burger; a grilled lean lamb pattie with avocado, tasty cheese, salad, relish and herbed mayo.

For more tempting menu and business information check out www.grilld.com.au

Minimum % of Recommended Dietary Intake of vitamins provided by Grill'd burgers:

% of Recommended Dietary Intake	Grill'd Garden Goodness	Simply Grill'd	Grill'd Simon Says	Grill'd Mini Moo
Calcium	27%	12%	13%	11%
Iron	22%	36%	20%	26%
Zinc	14%	47%	19%	32%
Folate	51%	30%	26%	20%
Vitamin A	19%	6%	5%	2%
Vitamin C	59%	34%	16%	9%
Magnesium	21%	19%	20%	15%
Phosphorous	26%	34%	39%	24%
Thiamin	46%	43%	51%	40%
Riboflavin	8%	11%	13%	6%

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² For a copy of the ACNielsen study, visit <http://au.acnielsen.com/news/20060614.shtml>

³ See Food & Nutrition Australia for further information regarding the HealthFocus International report

VITAMINS & MINERALS	BENEFITS
Calcium	Needed for the formation and maintenance of bones, the development of teeth and healthy gums. It is necessary for blood clotting, stabilizes many body functions and is thought to assist in bowel cancer.
Folate	Best known for its role in preventing neural tube defects in newborn infants, however Folate also reduces depression and the chance of death from stroke.
Iron	Needed for the oxygenation of red blood cells, a healthy immune system and for energy production.
Magnesium	Assists the absorption of calcium & potassium and is needed for cellular metabolism and the production of energy.
Thiamin	Plays an important role in helping the body convert carbohydrates and fat into energy
Vitamin C	Needed for healthy gums, to help protect against infection, and assisting with clearing up infections and is thought to enhance the immune system and help reduce cholesterol levels, high blood pressure.
Zinc	Necessary for a healthy immune system, and is also of use in fighting skin problems such as acne, boils and sore throats.

Comparison of Beef options per 100g:

Per 100g Comparison	Simply Grill'd	Simply Grill'd w/o Mayo	Supreme Pizza	Asian Beef and Noodle Stir-Fry
Energy (kJ)	806.5	709.7	967.1	783.0
Protein (g)	11.7	12.2	11.3	15.5
Fat, total (g)	7.1	4.0	10.9	8.9
Saturated fat (g)	1.6	1.4	3.6	3.3
Carbohydrate (g)	20.1	20.9	21.7	11.2
Sugars	4.2	4.3	1.2	2.1
Sodium (mg)	472	472.0	285.7	384.0

Comparison of Chicken options per 100g:

Per 100g Comparison	Grill'd Simon Says	Grill'd Simon Says w/o Mayo	Chicken Curry with Rice	Fish & Chips	Pasta with Carbonara Sauce
Energy (kJ)	796.0	754.9	550.8	1123.0	558.7
Protein (g)	14.1	14.3	8.5	9.5	3.4
Fat, total (g)	6.4	5.0	6.4	13.9	7.0
Saturated fat (g)	1.3	1.3	1.9	5.9	2.4
Carbohydrate (g)	18.9	19.2	10.1	262.9	14.3
Sugars	2.2	2.2	2.8	0.5	1.8
Sodium (mg)	341.2	338.4	200.0	148.4	358.7

Comparison of Vegetarian options per 100g:

Per 100g Comparison	Grill'd Garden Goodness	Grill'd Garden Goodness w/o Mayo	Nachos
Energy (kJ)	741.7	664.4	1268.4
Protein (g)	5.6	5.8	16.4
Fat, total (g)	6.5	4.1	18.4
Saturated fat (g)	1.9	1.7	9.0
Carbohydrate (g)	23.5	24.2	18.2
Sugars	3.8	3.8	4.0
Sodium (mg)	407.3	404.1	793.0

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³ Tables compiled by Food & Nutrition Australia – information current as of March 2007.
Vitamin benefits sourced from Zest For Life Vitamin Encyclopedia