



## MEDIA RELEASE

### **Grill'd burgers - up to 78% less saturated fat than McDonalds and Hungry Jacks.\***

**May 2007:** In recent years the fast-food industry has been served an ultimatum by consumers: shape up or ship out. It seems everyone has jumped on the proverbial healthy eating bandwagon, claiming their new additions to their menus are so much healthier than their counterparts. But how do they really stack up?

Simon Crowe, Grill'd Managing Director says that unlike other burger restaurants, Grill'd takes a holistic approach to nutrition; "Our burgers are nutritious across the board; they perform against the most important criteria of protein, fat, energy, vitamins and minerals," says Crowe. "We use lean patties and really fresh ingredients; which challenges the idea of burgers being low in nutritional value and high in fat."

Within the burger category Melbourne grown Grill'd has come up trumps on many levels in a comparative study of some of the biggest names in the fast-food burger industry. In March 2007, Grill'd commissioned Food & Nutrition Australia (FNA) to compare Grill'd burgers with offerings from KFC, McDonalds and Hungry Jacks. FNA found that comparatively, Grill'd burgers were shown to not only beat the bigger player's regular burgers but also trump McDonald's so-called "low fat" menu. For example, a Grill'd Simon Says burger is the same size as a McDonalds Deli Choice Chicken Caesar Roll but was found to have 28% less fat and 33% less saturated fat.<sup>1</sup>

In fact, in almost every weight for weight comparison, Grill'd comes out on top – and not just in the saturated fat stakes; Grill'd burgers also provide a significant amount of your daily protein requirements and more than 40% of your thiamine – the vitamin that helps the body convert carbohydrates and fat into energy.

One of the most interesting findings of the study was that a Simply Grill'd contains 61% less saturated fat than a McDonald's McOz and 69% less saturated fat than a Hungry Jacks Aussie Burger. The Simply Grill'd also provides 47% of your daily Zinc requirements, 36% of Iron and 65% daily protein requirements.

FNA also found that a Grill'd Simon Says chicken burger contains 69% less saturated fat than a KFC works burger, while providing 51% of your daily Thiamine requirements – the vitamin that helps the body convert carbohydrates and fat into energy.

And in terms of kids nutrition, a Grill'd Mini Moo Burger is the same size as a McDonalds Cheeseburger and small serve of fries combined, but the Grill'd burger contains 64% less saturated fat.

Crowe says, "Not all burgers are high in fat & sugar. People are getting more and more conscious about what they're eating and they're realising that the old rules don't apply."

"Health has always been a priority for us; our burgers are meal sized so you don't have to have them with a side to feel full. We want people to walk away feeling good about what they've just eaten, knowing that they can eat convenient food without feeling guilty about it," says Crowe.

In summary, FNA found:

1. The Simply Grill'd contains **per serve**
  - only 4.5 grams of saturated fat (1.6g per 100g)
  - 61% less saturated fat than a McDonalds McOz
  - 69% less saturated fat than a Hungry Jack's Aussie Burger
  - 61% less saturated fat than a Hungry Jacks Whopper
  - 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

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\* Per 100g analysis based on Grill'd Sweet Chilli Chicken burger compared to McDonalds McOz and Hungry Jacks Aussie Burger  
<sup>1</sup> Food & Nutrition Australia, Comparison of Grill'd Burgers with common fast food and eating out options. FNA Report, 2007

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

- only 3.5 grams of saturated fat (1.3g per 100g)
- 69% less saturated fat than a KFC Works Burger
- 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

5. The Grill'd Mini Moo burger contains **per serve**

- only 2.5 grams of saturated fat (1.4g per 100g)
- 53% less saturated fat than a McDonalds Cheese Burger
- 59% less saturated fat than a Hungry Jack's Hamburger
- 26% of your daily Iron intake
- 32% of your daily Zinc intake
- 40% of your daily Thiamine intake
- 47% of your daily Protein intake

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

- only 5.6 grams of saturated fat (1.8g per 100g)
- 30% less saturated fat than a Hungry Jacks Veggie Baguette
- 32% less saturated fat than a Subway Veggie Delite Footlong with cheese
- 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

*\*\* Weight for weight nutritional breakdowns and data sources are provided at the end of this release*

Healthier fast 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.

However, the majority of Australians are committed to their health; with research conducted by Health Focus International in 2006 showing one in five people 'always' choose foods for health reasons and another 63% usually do so. Levels of fat, salt and sugar are the main concerns of Australians; however, most people can't spot healthier choices when eating out<sup>2</sup>.

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 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](http://www.grilld.com.au)

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<sup>2</sup> Health Focus International, Health Attitudes and Actions in Australia. Health Focus Report, 2006.

<sup>3</sup> Vitamin benefits sourced from Zest For Life Vitamin Encyclopedia

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

<b>% of Recommended Dietary Intake</b>	<b>Grill'd Garden Goodness</b>	<b>Simply Grill'd</b>	<b>Grill'd Simon Says</b>	<b>Grill'd Mini Moo</b>	<b>Sweet Chilli Chicken</b>
Calcium	27%	12%	13%	11%	14%
Iron	22%	36%	20%	26%	22%
Zinc	14%	47%	19%	32%	17%
Folate	51%	30%	26%	20%	44%
Vitamin A	19%	6%	5%	2%	51%
Vitamin C	59%	34%	16%	9%	23%
Magnesium	21%	19%	20%	15%	21%
Phosphorous	26%	34%	39%	24%	36%
Thiamin	46%	43%	51%	40%	46%
Riboflavin	8%	11%	13%	6%	11%

<b>VITAMINS &amp; MINERALS</b>	<b>BENEFITS</b>
<b>Calcium</b>	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.
<b>Folate</b>	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.
<b>Iron</b>	Needed for the oxygenation of red blood cells, a healthy immune system and for energy production.
<b>Magnesium</b>	Assists the absorption of calcium & potassium and is needed for cellular metabolism and the production of energy.
<b>Thiamine</b>	Plays an important role in helping the body convert carbohydrates and fat into energy.
<b>Vitamin C</b>	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.
<b>Zinc</b>	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 Burgers per 100g:**

<b>Per 100g Comparison</b>	<b>Simply Grill'd</b>	<b>Simply Grill'd w/o Mayo</b>	<b>McDonald's McOz</b>	<b>Hungry Jack's Aussie Burger</b>	<b>Hungry Jack's Whopper</b>
Energy (kJ)	806.5	709.7	834.0	865.0	1018.6
Protein (g)	11.7	12.2	12.0	11.9	10.7
Fat, total (g)	7.1	4.0	10.1	10.6	14.6
Saturated fat (g)	1.6	1.4	4.6	4.6	4.3
Carbohydrate (g)	20.1	20.9	14.4	15.4	17.1
Sugars	4.2	4.3	3.9	4.3	4.3
Sodium (mg)	472.0	472.0	360.5	395.5	346.5

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**Comparison of Chicken Burgers per 100g:**

<b>Per 100g Comparison</b>	<b>Grill'd Simon Says</b>	<b>Grill'd Simon Says w/o Mayo</b>	<b>Grill'd Sweet Chilli Chicken</b>	<b>McDonalds Deli Choice Chicken Caesar Roll</b>	<b>Hungry Jack's Grilled Chicken Burger</b>	<b>KFC Works Burger</b>
Energy (kJ)	796	754.9	720.8	1000	908.5	988
Protein (g)	14.1	14.3	11.4	14.2	11.6	16.6
Fat, total (g)	6.4	5	6.0	8.8	11.2	9.9
Saturated fat (g)	1.3	1.3	1.0	2	2.5	4.1
Carbohydrate (g)	18.9	19.2	17.8	24.8	16.9	18.8
Sugars	2.2	2.2	3.8	3.5	3.5	6.8
Sodium (mg)	341.2	338.4	280.5	586.9	579.1	659.1

**Comparison of Kids Burgers per 100g:**

<b>Per 100g Comparison</b>	<b>Grill'd Mini Moo</b>	<b>McDonalds Cheese Burger</b>	<b>Hungry Jack's Hamburger</b>
Energy (kJ)	865.9	1081.8	1108.3
Protein (g)	13.1	13.5	15.2
Fat, total (g)	4.3	11.0	12.2
Saturated fat (g)	1.4	4.8	5.1
Carbohydrate (g)	1.4	25.1	22.8
Sugars	28.4	4.6	5.2
Sodium (mg)	570.9	618.2	440.0

**Comparison of Veggie Burgers per 100g:**

<b>Per 100g Comparison</b>	<b>Grill'd Garden Goodness</b>	<b>Grill'd Garden Goodness w/o Mayo</b>	<b>Hungry Jack's Veggie Baguette</b>	<b>Subway Veggie Delite Footlong with cheese</b>
Energy (kJ)	741.7	664.4	949.0	667.7
Protein (g)	5.6	5.8	7.5	6.5
Fat, total (g)	6.5	4.1	9.8	4.4
Saturated fat (g)	1.9	1.7	3.0	2.2
Carbohydrate (g)	23.5	24.2	27.3	22.8
Sugars	3.8	3.8	3.5	1.9
Sodium (mg)	407.3	404.1	560.3	438.2