**McDonald’s**

“At McDonald’s we want to help customers make informed decisions about what they eat, which is why we have provided nutrition information for our customers for more than 30 years. Our nutrition measurements are performed by an independent third-party laboratory in accordance with [AOAC International](http://www.aoac.org/iMIS15_Prod/AOAC/Home/AOAC_Member/Default.aspx?hkey=8fc2171a-6051-4e64-a928-5c47dfa25797), which provides well-established standards and methods for scientifically analyzing the contents of foods and beverages.

We are not in a position to comment on the test conducted for this story without knowing specific factors and methodology. All nutrition information is based on average values for ingredients from McDonald's suppliers throughout the U.S. Some variability is to be expected in restaurant foods because our food is made to order for our customers. There can be variation in serving sizes, preparation techniques, product testing and sources of supply, as well as regional and seasonal differences that may affect the nutrition values for each menu item, as we’ve noted in the nutrition tools on our website.”

\_\_ Cindy Goody, PhD, RDN, LDN, Sr. Director-Nutrition and Menu Innovation, McDonald’s USA

**Burger King**

Burger King Corp. (BKC) is committed to providing accurate nutrition information for our guests so that they are able to meet their individual nutritional needs. As part of this commitment, BKC reviews its menu and nutrition criteria on an ongoing basis to ensure its calorie counts are as accurate as possible. Variations in final nutrient values may normally occur due to the exact quantity of fries that actually make it into the guest’s FRY POD(R) container. However, we take great care in generating precise nutrition information for our guests based on the serving sizes we post on our Web site and consumer-facing materials containing nutritional information.

The U.S. Food and Drug Administration (USDA) lists only one serving size, 70 grams, for reference amount customarily consumed per serving (RACC) with regard to french fried potatoes (FDA Link: <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?fr=101.12>).

BURGER KING(R) restaurants serve four sizes of french fries and four sizes of Satisfries(TM) French Fries. Our general nutritional information is based on the actual serving sizes offered in BURGER KING(R) restaurants.  Individual serving sizes are listed on the BURGER KING(R) Web site (Link: <http://www.bk.com/cms/en/us/cms_out/digital_assets/files/pages/Nutrition%20MAY%202014.pdf>).

**Wendy’s**

“As we state on our website and on nutrition posters in our restaurants:   Nutrition information is based on standard product formulations. Variations may occur due to differences in suppliers, ingredient substitutions, recipe revisions, product assembly at the restaurant level, and/or season of the year.

Regarding the higher calorie count… we sample and test our menu items over multiple production runs.   The items are then blended into a composite and we analyze the nutritional results.   We do this to ensure that the info we provide is as accurate as possible.”

Bob Bertini

**Taco Bell**

“…If you truly wish to write about lower calorie/lower fat QSR menu items, we invite you to select a couple of Taco Bell Fresco items for testing.

As to testing methodology, you said you used “proximate analysis” testing. That method employs only a few nutritional analyses (for fat, ash, moisture, and protein) and then relies upon mathematical equations to determine calorie and carbohydrate data.

That test method is less accurate than our methodology.

Taco Bell’s nutritional testing looks at every nutrient component in the product, and we spend considerable time and resources voluntarily following the Nutrition Labeling and Education Act guidelines (NLEA). By following these guidelines, Taco Bell is assured that our nutritional figures achieve a scientifically high degree of accuracy and validity. In fact, the NLEA guidelines are the industry standard when reporting nutritional values. (In fact they allow for a 20% variance in testing results and, as you will note from the figures pasted below, even with the scientific limitations of your testing method, the variance of your test results fall well within NLEA guidelines.)

In addition, we use only laboratories accredited with ISO 17025 certification. That means Taco Bell’s nutritional figures are derived from tests conducted by highly-rated, independent laboratories using AOAC International (Association of Analytical Communities) approved methodology and sample size. If you accept our invitation to come and see our facilities for yourself, we are confident you will understand fully just how accurate our numbers are.

We very much appreciate your interest in presenting nutritional information to your viewers and our customers, and we at Taco Bell want them to hear and see the truth about our products. But in doing so, we assume you also wish to present information that is accurate, scientifically valid, and meets accepts guidelines and standards. Thus we hope you will accept our offer to visit us so we can help you meet that laudable goal.”

-Rob Poetsch

Taco Bell Corp.

**Applebee’s**

“Applebee’s determines nutritional information through several processes, including internal lab analysis and information from our suppliers and the USDA database. We conduct independent tests each year of the food served in Applebee’s restaurants and provide training materials to our franchisees to ensure the proper preparation of our menu items. In addition, we clearly state in our menu that some variability in ingredients and preparation is expected.”

-Dan Smith, Spokesperson

**TGI Friday’s**

“The nutritional content is based on a full serving size and was generated by an accredited laboratory which did a full nutritional analysis on Sizzling Chicken & Spinach.  This entrée, as with all Fridays entrées, is prepared and cooked to order in a real kitchen, which will lead to a degree of variation in any stated content.”

-TGI Friday’s