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April 12, 2010

David C. Novak  
Chairman, Chief Executive Officer,  
and President  
Yum! Brands Inc.  
1441 Gardiner Lane  
Louisville, KY 40213  
Fax: 502-874-8567

Dear Mr. Novak:

It's been hard to miss the "say it ain't so" media coverage of KFC's new Double Down—high-fat bacon and high-fat cheese sandwiched between two pieces of high-fat fried chicken. As a dietitian and public health advocate, I am deeply troubled by your company's decision to sell this dangerously unhealthy product, and I am writing to urge you to take four steps to keep the Double Down out of the hands of children.

The Double Down is clearly one of those products with a "death wish" appeal. The "Original Recipe" version of the Double Down stacks up at 540 calories, 32 grams of fat, and 1,380 milligrams of sodium. Anyone opting for the Double Down Combo Meal will consume 1,000 calories, 45 grams of fat, and 2,120 milligrams of sodium. That one meal has more than half the maximum amount of fat and calories that most adults should consume in an entire day—and more sodium than the American Heart Association recommends consuming in an entire day. Kids shouldn't be exposed to such recklessness.

One in three children is now overweight and at risk for serious health problems later in life. According to the Centers for Disease Control and Prevention, one in three children born in the year 2000 will develop diabetes at some point in his or her life. Just as many young people don't understand the risks of tobacco, they often do not realize that high-fat, meat-heavy meals greatly increase the risk of obesity, heart disease, diabetes, hypertension, and some types of cancer.

Therefore, I urge KFC to voluntarily adopt marketing restrictions for the Double Down modeled on those the Food and Drug Administration has imposed on tobacco companies. These restrictions include the following:

- Do not directly or indirectly target children through advertising, promotion, or marketing.
- Do not use any cartoons in your advertising, promotions, or packaging.

- Do not sponsor events where children will be attending.
- Do not advertise this product outdoors or on transit vehicles.

If you refuse to meet these basic standards for the sake of children's health, the least you could do is not advertise the Double Down on billboards or other media within 500 yards of a school and not advertise it on any television or radio show with a family audience.

The Double Down is a troubling symbol of corporate irresponsibility in the face of America's obesity epidemic. I urge you to do everything you can to keep this recklessly unhealthy product from falling into the hands of children.

Sincerely,

Susan Levin, M.S., R.D.  
Director of Nutrition Education