



Sveriges godaste hamburgare

*We are part of
the problem,
We want to do our
part in the solution*

Facts on environmental policies,
carbon dioxide product marking and
climate compensation program
Max Hamburgerrestauranger
May of 2008

For more information, please contact:

Alexandra William-Olsson
alexandra.william-olsson@max.se

Background Max Hamburgerrestauranger – our environmental policies, our carbon dioxide marking of our meals and our climate compensation program:

Max Hamburgerrestauranger started out in 1968 as a small grill in a place called Gällivare far north in Sweden. It is a family company, run today by the two sons of the founder Curt Bergfors. The business is represented with 64 restaurants all over Sweden. It is the second largest hamburger chain in Sweden with a turnover of 118 million EUR in 2008.

Max has long strived to minimize the business' effects on the environment. Today, the company is taking that further, showing the business how a fast food chain can step up to and begin to take responsibility for its effects on the environment. Starting on May 6th 2008, Max will mark all products with the amount of carbon dioxide they let out in the making, allowing and empowering guests to take the environment in consideration in their order. Also, the company will compensate its total carbon dioxide pollution through planting trees in east Africa. It is estimated that the company will plant about 89 000 trees, or the correlating area of 890 soccer fields, each year with the help of collaboration partner Zero Mission .

To make a platform for the environmental work, Max engaged environmental NGO *Det Naturliga Steget* to conduct an inventory of the company mapping its' complete carbon dioxide pollution. Currently, Max is responsible for letting out about 29 000 tons of carbon dioxide each year. About 70 percent of that pollution is comes from making the beef for the burgers. Beef is known to be one of the major causes of pollution world-wide. But beef it also a natural part of a human diet, and a major part of Max' business. Hence, producing beef to make burgers will continue to be the largest contributor to Max' total pollution and a key factor to tackle in taking on a greater environmental responsibility. As first steps to minimize the pollution from the business as a whole, Max has long used only Swedish beef and continuously set high environmental standards for its' subsidiaries. By the carbon dioxide product marking and the tree planting project, Max is stepping up its commitment to minimize its' effects on the environment. The action will be proceeded by additional efforts.

Some additional chances (already implemented):

- All restaurants powered by wind power plants
- Only msc marked fish on the menu
- All corporate cars powered by bio fuel
- Only Swedish beef and chicken
- All staff educated in the Max environmental school
- Corporate awards for best environmental practice (internal)
- Switch to environmentally friendly low energi lamps (LED) in all restaurants
- Recycling of corrugated cardboard in all restaurants
- Each employee are only allowed to use one cup for beverage all day
- Recycling of all electronic devise

Outline environmental policy/goals 2008:

- Less use of sheet metal through discontinued use of metal cans
- Lessen use of energy for each transaction by five percent
- Increase drive through capacity to speed up process by ten percent

Facts - Max carbon dioxide market menus

Below is some examples with detailed information on the carbon dioxide pollution caused from Max' product range. The mark up will be on display in each restaurant in order to have the information easily accessible to all guests.

KG CO2/portion	Meals
1,9	Max meal
0,5	Green meal
0,4	Max Fisk meal
0,6	Max Chicken meal Classic
1,9	Max Original meal
	Hamburgers
1,6	BIG!
0,9	Cheese burger
	Chicken, Fish & Vegetarian
0,3	Delifresh Chicken burger
0,5	Chicken Nuggets, 20 pieces
0,2	Max Fish burger
	Sallads
0,5	Max Chicken Sallad
	Deserts
<0,1	Max Apple pie
0,1	Max Blizzer
	Max Dip
<0,1	Max Original Dip
	Beverage
0,5	Orange juice – mid size
<0,1	Coffee
<0,1	Soda, Coce - small
0,3	Milk (30cl.)
<0,1	Beer (33cl.)