



## **Swedish fast food chain Max pioneers the industry – first to empower guests to consider the environment in their order**

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**Swedish fast food chain Max Hamburgerrestauranger pioneers its' industry by marking all meals with the amount of carbon dioxide they cause in making, empowering guests to consider the environment in their choice of meal. Parallel to this, the second largest hamburger chain in Sweden, will also compensate the company's total carbon dioxide pollution through a tree planting project in Africa. The actions are part of a series of initiatives in a long term commitment towards a better and more efficient environmental corporate policy.**

- As a restaurant, we are part of the problem. Now we want to do our part in finding a solution, we want to be a role model for our industry. As we make public how our meals affect the environment, our guests can make a conscious decision and help us be less of harm to our planet, says Richard Bergfors, President of Max Hamburgerrestauranger.

The environmental impact of each meal and product have been analyzed by the environmental organisation *The Natural Step*, an NGO active in eleven markets that assists companies striving to actively take on more environmental responsibilities.

- The initiative lends power to Max' guests as it gives them an opportunity to choose considering the environmental impact. For Max, compensating the business total pollution by investing part of the profit in planting trees in Africa, will constitute a constant reminder that it will pay off to step up their CSR initiatives, says Professor Karl-Henrik Robèrt, founder of The Natural Step.

Today, about 70 percent of Max' total pollution comes from the beef. Beef is known to be one of the major polluters world-wide. By marking the meals, guests are allowed access to the whole picture of how each meal affect the environment. Max' goal by marking the products, in combination with a long list of additional initiatives, is to decrease the total pollution per restaurant significantly. Max will plant trees in Africa compensating the amount of carbon dioxide the business as a whole is responsible for, an initiative battling one of the major global hazards, the devastation of forests. The world-wide devastation of forests is believed to be responsible for about 20 percent of the negative climate effects globally, while, for example transportation counts for about 14 percent.

The carbon dioxide marking, the tree planting project and a recent transition to 100 percent wind power plants constitute the start of a long term commitment towards successively decreasing the environmental effects from Max' restaurants. Max only uses Swedish beef and chicken in order to minimize pollution from transportation.

The new carbon dioxide marking on the boards will be implemented in all Max restaurants all over Sweden starting May 6<sup>th</sup>, 2008. Max will start planting trees to compensate for the total carbon dioxide pollution of 2008.

### **For more information, please contact:**

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### **About Max Hamburgerrestauranger**

Max is Swedens first hamburger chain. It was founded in 1968 in the north of Sweden. The family owned business is today represented all over Sweden and the major challenger to McDonald's. Max is the market leader in terms of low-fat meals. It only serves Swedish beef and chicken. In 2007, Max had a turnover of 853 million SEK in 58 restaurants with about 2500 employees. Today the company has 64 restaurants and in 2008, the company is expected to open 12 new restaurants and have a turnover of about 1 billion SEK. [www.max.se](http://www.max.se)

### **About The Natural Step**

The Natural Step is a non-profit NGO founded in Sweden in 1989 by cancer physician Karl-Henrik Robèrt. Today, the organisation has representatives in eleven countries devoted to counselling, education and research. The Natural Step helps organisations that want to take lead in sustainability. Methods developed by the NGO is currently used by hundreds of organisations world-wide. [www.detnaturligasteget.se](http://www.detnaturligasteget.se)