



Bunless burger is not healthy option

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TWO pieces of chicken breast, two slices of cheese, two rashers of bacon and sauce and a whole lot of saturated fat.

KFC's new bunless burger The Double Down is also the burger with the highest saturated fat on the fast-food chain's menu, according to Coolangatta dietician and author of Portion Perfection, Amanda Clark.

Ms Clark said the bunless burger had more protein than a regular KFC burger, but the zinger version of the burger had almost double the fat content compared to a regular zinger burger with a bun.

KFC has targeted the new bunless burger to appeal to young men who are left unsatisfied by traditional burgers.

"I am pleased it's not marketed at kids," Ms Clark said.

"The zinger Double Down has 35.7 grams of fat and 75% of your daily saturated fat intake.

"The original Double Down is quite reasonable for a lunch for a male by itself without chips at 22 grams of fat, but the zinger version is taking it too far."

KFC Australia's chief marketing officer Nikki Lawson said the burger was not a permanent menu option.

"We're really excited to be bringing this product to Australian shores," she said.

"As one of the most successful burgers in KFC history, with more than 15 million sold globally to date, we believe this product will satisfy the appetites of fans

across our country.

"We've only brought it Down Under for a limited time, so make sure to grab your mates and head in store to try one."

Diabetes Queensland's chief of operations Taryn Black said KFC's bunless burger was irresponsible as the country battled a huge health problem.

"We are an obesogenic society," she said.

"People are already struggling to get down to, or maintain a healthy weight.

"Throwing something like this into the mix will no doubt contribute to obesity levels."

Ms Black said diabetes and obesity were linked.

"We know that obesity is one of the main causes of type 2 diabetes, which can largely be prevented through diet and exercise," she said.

"People should be looking

for ways to reduce their fat intake and reduce their risk of developing type 2 diabetes.

"They need to be armed with the information at point of sale to make a healthy choice if they want to.

"We know around 4.5 million Australians are visiting fast-food outlets every day. Healthy options are needed for busy people on the go."

Ms Clark said the healthiest options in a fast-food restaurant included the products with the most colour.

"When looking for a healthier alternative in a fast-food restaurant, go for an option that includes salad," she said.

For more information on weight management and nutrition visit www.greatideas.net.au.

