

Raising the Bar on Snacking

Snacking Facts and Stats

Snacking is so ingrained in America's eating habits that it has become a way of life rather than a trend. People are increasingly substituting traditional meals with snacking as a result of the well-documented fast paced lifestyle of modern day consumers.¹

Snacking is a major source of nutrition for U.S. consumers. In fact, the typical U.S. consumer eats 231 morning snacks, 283 afternoon snacks and 261 evening snacks per year¹.

Growing numbers of consumers are snacking, both at new times and in new locations, such as snacking when working late, on the go energy or performance boosts or light, informal snack meals².

Snacking occasions are forecast to increase 3.6% in the U.S. compared to overall eating occasions from 2004 to 2008.³

Snacking at McDonald's®

Keeping consumers' changing lifestyles and needs in mind, McDonald's offers several tasty, snack options to keep people energized throughout the day.

New Grilled Honey Mustard Snack Wrap™:

Packed with 18 grams of protein, this delicious and portable snack is served in a soft flour tortilla with grilled white chicken breast meat along with cheddar jack cheese, crisp lettuce and a sweet honey mustard sauce. The Snack Wrap also is available with a choice of crispy chicken and Ranch dressing.

Apple Dippers: At only 35 calories, the handy apple slices and optional low fat caramel dip are ideal for anyone who has activities that keep them on the run.

Snack Size Fruit & Walnut Salad: Apple slices and red seedless grapes are a great snack any time of the day. Served with a side of low-fat vanilla yogurt and candied walnuts, this snack has 210 calories and 4 grams of protein.

Vanilla Reduced Fat Ice Cream Cone: This snack is a great source of calcium and has 10 fewer calories and one less gram of fat than a chocolate pudding snack cup.

Fruit 'n Yogurt Parfait: With only 2 grams of fat, this delicious snack is made with a combination of creamy low-fat yogurt and blueberries and strawberries with a crunchy granola topping.

For more information about these on the go options and other great menu choices, visit www.mcdonalds.com.

Source:

1. Datamonitor's August 2006 report, "Profiting from Changing Snacking & Beverage Occasions" by Daniel Bone
2. Datamonitor's March 2005 report, "New Opportunities in Out-of-Home Food and Drinks Consumption" by Matthew Adams
3. Business Insight's September 2006 report, "The Future of Snacks: Category Convergence, NPD and Key Trends Driving Growth Opportunities in Snacks" by Zak Meziane

