

McDonald's® and Nutrition DID YOU KNOW? Fact Sheet

For more than 30 years, McDonald's has lead the QSR industry in providing nutritional information and building programs aimed at encouraging healthier lifestyles among consumers. McDonald's continues its efforts through three key strategies:

Menu Choice, Education, and Physical Activity

Menu Choice

McDonald's new Premium Salads® served with Newman's Own® dressings, offer customers wholesome, quality entrée salads served with warm breast of chicken served grilled or crispy, garden fresh vegetables and flavorful cheeses that include:

- **California Cobb Salad:** premium mixed greens tossed with succulent grape tomatoes, shaved carrots, crumbled blue cheese, hickory-smoked bacon and chopped egg.
- **Caesar Salad:** premium mixed greens with succulent grape tomatoes, shaved carrots, grated Parmesan cheese and savory garlic croutons.
- **Bacon Ranch Premium Salad:** premium mixed greens tossed with succulent grape tomatoes, shaved carrots, jack and cheddar cheese with hickory-smoked bacon.

Available at www.mcdonalds.com is a new service called "**Bag a McMeal.**" By mixing and matching menu options, a customer can tailor a meal and serving size to fit his/her specific nutritional needs. This service allows customers to make an informed meal decision before visiting the restaurant.

In addition to everyone's favorite McDonald's menu classics like french fries and hamburgers, customers can indulge in a **wide range of menu options and serving sizes** that can fit into a balanced diet. New menu options include: Premium Salads, Chicken McGrill® sandwich, Fruit 'n Yogurt Parfaits, juice, and 1% low fat milk.

McDonald's Made for You® Kitchen Operating System is another way that consumers can make the menu work for them. Customers can special order various menu items to meet their nutritional needs. Next time order it without Mayo!

As part of a new initiative called "**Salads & More,**" 600 Southern California restaurants have introduced three new menu items that all weigh in under 10 grams of fat. The new products are: Whole Wheat Grilled Chicken Sandwich, Chicken Fajita Roll Up, and McVeggie Burger. The Salads & More menu is one of three components, including physical activity and education, of the **Get Lean Houston** program, which McDonald's is sponsoring to assist Houston in their efforts to slim down.

Menu innovation is a key ingredient to McDonald's success. Continuing as an industry leader, select markets are testing new products that offer additional nutritional menu choices to consumers. **Apple Dippers**, peeled apple slices with a low-fat caramel dip, is one of many innovations being tested at this time.

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Education:

McDonald's provides comprehensive **nutrition and ingredient information for standard menu items** in three easy to access ways. Consumers can visit the nutrition page on the website www.mcdonalds.com, pick-up a McDonald's & You® brochure at the restaurant, or call McDonald's toll-free number at 1-800-244-6227.

McDonald's restaurants across the county are supporting initiatives to educate consumers about the variety of choices available at McDonald's. For example, coming soon to McDonald's restaurants in New York is the **McDonald's Real Life Choices** menu, which highlights McDonald's low fat, low carb and low calorie menu items so consumers can eat the food they love and follow their diet of choice.

The **Willie Munchright™** program has been revitalized by McDonald's. Willie, a claymation character, teaches children about well-balanced eating and healthy lifestyles during TV spots, which air during children-focused programming.

Physical Activity

"Get Movin', Get Groovin', Get Active!" is the chant that will echo nationwide through elementary schools when Ronald McDonald® visits and performs his free-of-charge show titled "**Get Moving with Ronald McDonald®!**" Produced in association with the American Academy of Pediatrics, the show emphasizes the importance of fitness and activity in everyday life to families and school age children.

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