



Special Snack Time Alert



In the Mood for Something Bold?

Head to McDonald's® for the New Chipotle BBQ Snack Wrap™

Today's consumer lives a fast-paced lifestyle. For many, snacking has become the norm and snacks are increasingly being substituted for traditional meals.¹

Growing numbers of consumers are snacking, both at new times and in new locations, including: snacking when working late, and on on-the-go energy or performance boosts or light, informal snack meals.² In fact, the typical U.S. consumer eats 231 morning snacks, 283 afternoon snacks and 261 evening snacks per year.¹

Luckily, on **July 31** McDonald's is introducing the new Chipotle BBQ Snack Wrap, the perfectly bold choice for snack time, when ever the mood strikes you.

The Bold Flavor of Chipotle BBQ:

- Wrapped and sealed with a kick, the new Chipotle BBQ Snack Wrap makes its debut in July as the newest addition to the Snack Wrap line at McDonald's.
- The Chipotle BBQ Snack Wrap combines the sweetness of BBQ with the smoky heat of Chipotle peppers and provides up to 18 grams of protein to keep you going.

McDonald's Snack Wraps Satisfy:

- The McDonald's Snack Wrap was first introduced in 2006 and since that time has proven to be a popular choice among snacking advocates everywhere.

- The Snack Wrap features juicy, premium all-white chicken breast meat, delicious cheddar jack cheese and crisp lettuce; all wrapped inside a soft flour tortilla for maximum portability.

- Each Snack Wrap is available with a choice of grilled or crispy chicken as well as three distinct flavors sure to satisfy every craving:
 - New Chipotle BBQ: Bold and smoky with a spicy kick of flavor
 - Honey Mustard: Sweet and sassy
 - Ranch: The rich and creamy original

- McDonald's premium chicken is produced in the U.S. by the industry's top suppliers, including Tyson®, which is known for poultry and meats that consumers choose for their own kitchens.

- All Snack Wrap ingredients are supplied by industry leaders known for quality foods that consumers trust, such as Sargento®, Mission Foods®, Mullins Food Products and Fresh Express®.

Also available for the snacking enthusiast, is a variety of McDonald's choices including: the Snack Size Fruit & Walnut Salad, Fruit 'N Yogurt Parfait and Apple Dippers.

Source:

1. Datamonitor's August 2006 report, by Daniel Bone
2. Datamonitor's March 2005 report, by Matthew Adams

new

**Chipotle
BBQ**
SNACK WRAP™