

Education

McDonald's, the leading global foodservice retailer is committed to providing consumers with easy-to-read and easily accessible information about nutrition and leading balanced active lifestyles in all its restaurants, communities, on the Web and in schools. McDonald's provides this information through in-restaurant materials that reach nearly 27 million Americans who visit McDonald's restaurants every day and through McDonald's Quality and Nutrition Information Center.

History of Menu Innovation and Nutrition Leadership

McDonald's is leading the industry with an aggressive, broad-based consumer education campaign in partnership with the foremost experts in health, nutrition and government. McDonald's strategic partnerships provide important advice and outside counsel on the best ways to make information relevant to Americans in the areas of food choice, physical activity and education.

Building Strong Partnerships for Better Balance

Partnerships with leading doctors and nutritionists lend valuable support to McDonald's communication and promotion of good eating and proper food-energy balance to customers. One of McDonald's leading consultants is Dean Ornish, MD, founder of the non-profit Preventative Medicine Research Institute of California. Dr. Ornish has spent decades demonstrating the importance of improving lifestyle habits to help combat illness and disease. He has been published in numerous medical journals and has received many awards for his work.

McDonald's is also partnering with Produce for Better Health to educate consumers on the importance of including a variety of colorful fruits and vegetables in their daily meals and snacks. The partnership will include educational materials available in-restaurant such as table tents, trayliners, brochures and packaging. McDonald's also is a member of the Produce for Better Health Foundation Board.

McDonald's Quality and Nutrition Information Center

Consumers and health experts can easily find McDonald's nutrition information by contacting the McDonald's Quality and Nutrition Information Center's toll free number at 1-877-MCD-FOOD.

Providing Comprehensive Nutrition Information

Thirty years ago, McDonald's became the first in the restaurant industry to provide nutrition information for all its products. This information is available in all of its restaurants, via the customer care 800 number on packages, the backs of all trayliners, and in McDonald's & You Brochures, including "Taste, Choice and Balanced Eating," "A Full Serving of Nutritional Facts," and "Simple Steps."



it's what i eat
and what i do™



i'm lovin' it™

McDonald's Nutritional Web Site

The Food & Nutrition section at www.mcdonalds.com/usa welcomes an average of 250,000 visitors a month and offers several features to help educate consumers about the nutrition content of McDonald's menu items. They can also plan menu choices that fit their particular nutrition needs. Some components on the Web site include: nutrition tip sheets, meal suggestions, customized product information, Frequently Asked Questions, detailed nutrition information for specific menu items, listings of food exchanges, food allergen and sensitivity information and gluten-free menu items.

- **"Bag-a-McMeal,"** allow viewers to create their own McDonald's meals and obtain nutrition facts by dragging the menu item icons into a virtual McDonald's bag as the program tallies the results.

For McDonald's Young Guests Working with Leading Child Health and Nutrition Experts

McDonald's is collaborating with leading health expert partners to develop and provide child-focused food/energy balance education in its restaurants.

Happy Meal Nutrition Information

McDonald's will test providing nutrition information on Happy Meal packaging in a way that is both parent-approved and child-friendly. The information will help parents and children to make informed choices about eating and physical activity.

- McDonald's is also putting fun nutrition and physical activity tips on its Happy Meal boxes and bags to promote balanced, active living among children.

Reallocating Marketing Messages to Children

Over the last 5 years, McDonald's has reallocated a significant portion of its marketing messages, from retail messages, to programming that positively impacts parents and their children in the areas of health and education. For example, McDonald's is currently airing two minute segments that showcase Ronald McDonald inspiring kids to "activate their bodies".

Willie Munchright™

Originally introduced and embraced by nutritionists in 1992, "What's On Your Plate®," featuring host Willie Munchright continues to teach elementary schoolchildren throughout the U.S. the importance of physical activity and making smart food choices in school and at home. The program includes vignettes, leader guides and activity books, and has been updated to reflect current knowledge in the nutrition community to address the relevant needs of today's children. McDonald's is making copies of this curriculum available free to schools throughout the U.S.

