

Food Choice

In the late 1950s, McDonald's founder Ray Kroc, in response to a question about what McDonald's would be serving decades later, replied: "I don't know, but we'll be serving more of it than anybody else." And since then, McDonald's has always provided a variety of balanced food choices for all customers. McDonald's continually explores and tests a wide variety of product options to meet customers' ever changing tastes and dietary needs.

Go Active!™ Happy Meal® for Adults

Designed to promote the importance of food/energy balance, the first ever Happy Meal for adults, introduced in 2004 as a promotional item, included a Premium Salad, bottled water, a Stepometer™ so consumers could track their daily steps, and a consumer brochure that promoted walking as an attainable—and effective—exercise goal. The booklet was authored by fitness expert and personal trainer to Oprah, Bob Greene.

Expanding McDonald's Premium Salad Portfolio

Launched in 2003, McDonald's Premium Salads feature up to 16 different types of premium greens and offer customers two full servings of vegetables according to the USDA. Since the introduction of Premium Salads, McDonald's has served more than 300 million salads, providing customers with more than 600 million servings of vegetables. All of the Premium Salads are available with Newman's Own All-Natural salad dressings.

McDonald's Food Choice Options

Available nationally, these options include the ability to order burgers and sandwiches "low-carb-style," without the buns, on a bed of lettuce. A McDonald's & You "Simple Steps" brochure and www.mcdonalds.com show customers how to order across the menu to lower fat, calories and carbohydrates if desired.

Core Menu Changes

Developed starting in 2002 and launched in 2003, McDonald's national core menu simplifies menu and restaurant operations and provides a balance of choices for all customers. This new core menu includes the phase-out of the Super size® fry and drink options.

A Leader in Chicken Offerings

In 2003, McDonald's introduced Chicken McNuggets® made with White Meat with an enhanced nutrition profile.

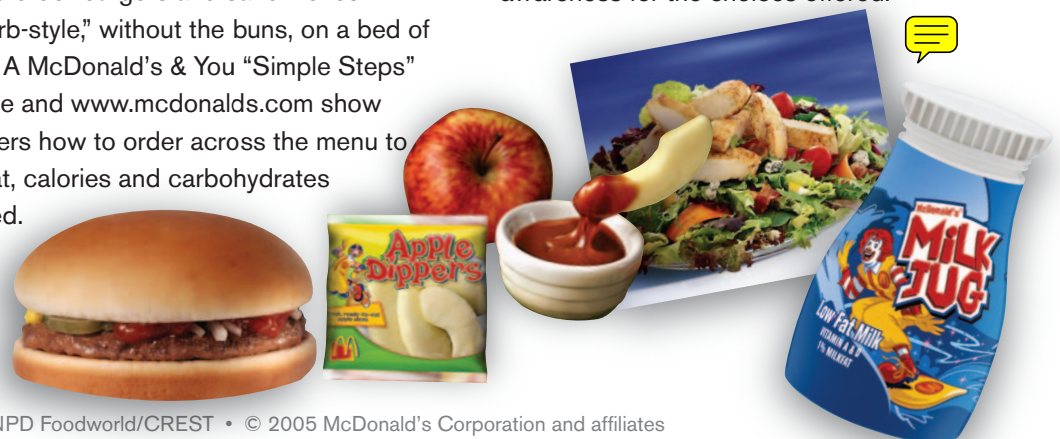
In 2004, McDonald's introduced Chicken Selects® premium breast strips to its core menu. Chicken Selects are another great-tasting option made from premium quality, chicken breast meat, seasoned and lightly breaded so they are crispy on the outside and juicy on the inside.

Annually, McDonald's sells more than 600 million pounds of chicken*.

For McDonald's Young Guests Happy Meal Choices

In June 2004, McDonald's introduced Happy Meal Choices, giving adults and children the opportunity to mix and match offerings.

The permanent menu items include Apple Dippers® (fresh, pre-peeled apple slices) served with a low-fat caramel dipping sauce, and new beverage choices like 100% pure apple juice and white and chocolate 1% milk jugs (containing over 300 mgs of calcium), served in exciting, child-friendly containers. In 2005, McDonald's will continue advertising Happy Meal Choices to generate further awareness for the choices offered.



*Source: NPD Foodworld/CREST • © 2005 McDonald's Corporation and affiliates

it's what i eat
and what i do™



i'm lovin' it™