

it's what i **eat**
and what i **do**™



i'm lovin' it™

Menu Innovation and Nutrition Education Firsts

McDonald's has led the industry with a number of nutrition education and menu innovation initiatives, including:

1968

- Introduced Big Mac® sandwich to core menu.

1973

- Introduced Egg McMuffin® sandwich to break fast menu.
- Provided nutrition and ingredient information on standard menu items.
- Became the first company in the restaurant industry to make complete nutrition information available to customers.

1976

- Introduced food exchange list for diabetic and weight control diets.

1979

- Introduced Happy Meal® to core menu.

1986

- Introduced salads and switched from whole to 2% milk.

1990

- Became the first Quick Service Restaurant (QSR) to provide complete nutrition and ingredient information for customers in all U.S. restaurants.
- Provided “McDonald's Food: the Facts”, which included complete nutrition and ingredient information for all standard menu items.

1991

- Switched from 2% to 1% low-fat milk.

1992

- Launched “What's on Your Plate®” nutrition education campaign, featuring host Willie Munchright®.

1994

- Offered trayliners with detailed “Nutrition Facts.”
- Introduced Chicken McGrill® Sandwich.

1996

- Launched a Food and Nutrition section on www.mcdonalds.com.

2002

- Introduced Fruit 'n Yogurt Parfait to core menu.
- Re-launched the Food and Nutrition section of www.mcdonalds.com that included “Bag-A-McMeal” and “Customize Your Order” sections.
- National core menu work initiated.

2003

- Introduced 100% pure apple juice to core menu.
- Established the Balanced Active Lifestyles Global Advisory Council.
- Introduced new McDonald's & You® nutrition brochures in all restaurants: “A Full Serving of Nutrition Facts and Taste,” “Choices and Balanced Eating.”
- Introduced new Premium Salads with Newman's Own® dressings.
- New national core menu defined, including phase-out of the Super Size® option.
- New Chicken McNuggets® made with White Meat provide improved taste and nutrition profile.
- Provided nutrition information as a permanent feature on the back of trayliners.

2004

- Added bottled water to core menu.
- Launched the first Go Active!™ Happy Meal® for adults, including a Premium Salad, bottled water, a Stepometer™ and walking tips booklet.
- Encouraged Americans to get active through the 36-day Go Active!™ American Challenge with Bob Greene. Provided educational materials and information on physical activity and nutrition to people in 36 communities.
- Launched Happy Meal Choices, offering adults and children new choices like Apple Dippers, 1% low fat white and chocolate Milk Jugs and Minute Maid Apple Juice.
- Provided nutritional information and physical activity and nutrition tips on the back of every trayliner in McDonald's restaurants.
- Became the first QSR to join the Produce for Better Health Foundation Board.

2005

- Renewed partnership with Bob Greene to continue providing consumers accessible information and resources to help them achieve their nutrition and physical activity goals. Provided customers exclusive 60% discount on Greene's new book, Total Body Makeover.
- Dr. Dean Ornish consulting with McDonald's on Balanced Active Lifestyle commitment.
- Provided fun nutrition and physical activity tips on McDonald's Happy Meal boxes and bags.
- Updated the Food & Nutrition section of www.mcdonalds.com to include tips from Bob Greene and Dr. Dean Ornish.

