

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 breakfast 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](http://www.mcdonalds.com).

### 2002

- Introduced Fruit 'n Yogurt Parfait to core menu.
- Re-launched the Food and Nutrition section of [www.mcdonalds.com](http://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 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.
- 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.
- Became the first QSR to join the Produce for Better Health Foundation Board.

### 2005

- Dr. Dean Ornish consulted with McDonald's on Balanced Active Lifestyle commitment and menu.
- Provided fun nutrition tips on McDonald's Happy Meal boxes and bags.
- Updated the Food & Nutrition section of [www.mcdonalds.com](http://www.mcdonalds.com) to include tips from Bob Greene and Dr. Dean Ornish.
- Introduced the Fruit & Walnut Salad.

### 2006

- Launched the next generation of the Go Active! Happy Meal for Adults, which paired any Premium Salad (including the Asian Salad) a Dasani Water, or medium or larger drink, with one of four exclusive 15-minute workout DVDs from Yourself!Fitness™ featuring Maya, your virtual personal trainer.
- Introduced the Snack Size Fruit & Walnut Salad.

