

Food Choice

it's what i eat
and what i do®



i'm lovin' it®

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.

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 menu 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. All McDonald's Happy Meal advertising features a Happy Meal choice item.

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.

Reaffirming McDonald's commitment to promoting physical activity, the new Go Active! Happy Meal for Adults was launched in 2006. The new Go Active! Happy Meal paired any Premium Salad (including the new Asian Salad) with 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.



Expanding McDonald's Premium Salad Portfolio

McDonald's Premium Salad line continues to be a very important menu option for our customers. The Asian Salad and Snack Size Fruit & Walnut Salad are the newest members to the Premium Salad line. Other McDonald's Premium Salads include the entrée-sized Bacon Ranch Salad and Caesar Salad, as well as a side salad. Since the introduction of McDonald's Premium Salads in the U.S. in 2003, we have sold more than 486 million, (892 million servings of vegetables) making us one of the largest sellers of salads in the U.S.

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.

A Leader in Premium 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 and in 2005, Premium Chicken Sandwiches were introduced. Chicken Selects and Premium Chicken Sandwiches are great-tasting options made from premium quality, chicken breast meat. Chicken Selects are seasoned and lightly breaded so they are crispy on the outside and juicy on the inside. Premium Chicken Sandwiches are available with either a grilled or crispy chicken breast.

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

Core Menu Changes

Developed 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.



*Source: NPD Foodworld/CREST • © 2006 McDonald's