

McDonald's® Worldwide Nutrition Information Initiative

Fact Sheet

Overview

McDonald's global nutrition information initiative is an innovative approach to further communicate nutrition information to its customers around the world. Starting in 2006, nutrition information will be displayed on the majority of McDonald's product packaging using an easy-to-understand icon and bar chart format.

Development

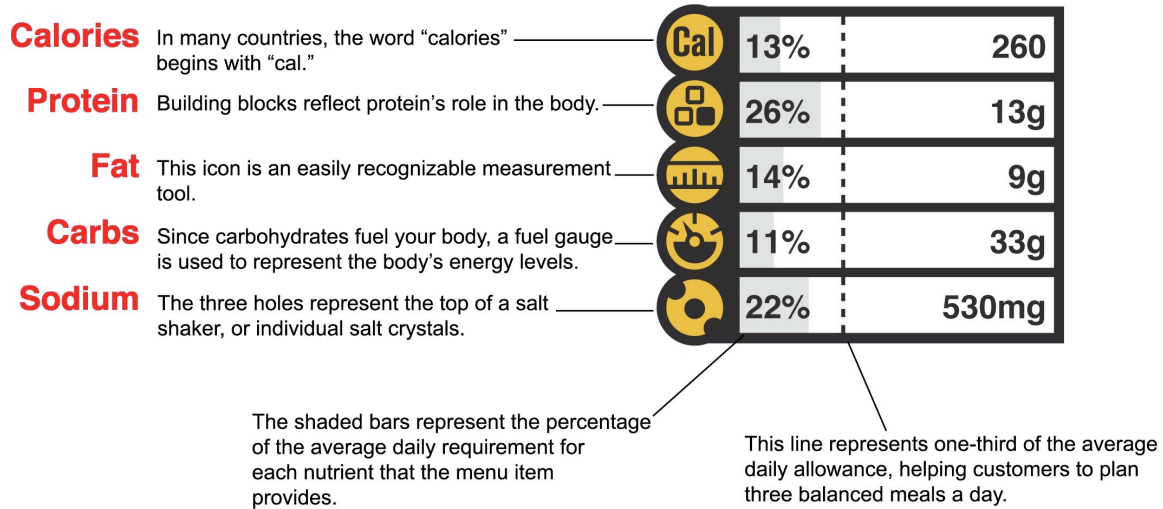
The new approach was guided by input from outside experts from around the world, including government officials, academic researchers, and health and nutrition authorities. Additionally, McDonald's consulted with the European Nutritionists Steering Group, consisting of nutrition professionals from McDonald's largest European markets, and the McDonald's Global Advisory Council on Balanced, Active Lifestyles, a group of independent advisors in the areas of nutrition, public health and fitness.

How it Works

Non-language dependent icons have been developed to represent the five elements experts agree are most relevant to consumer understanding of nutrition – calories, protein, fat, carbohydrates and sodium.

The icons and bar chart work together to convert scientific information into a consumer-friendly snapshot of a product's nutrition value and how it relates to daily nutrient recommendations.

Following are the icons and bar chart that will appear on McDonald's packaging, using a McDonald's hamburger as an example. The information is based on a 2,000 calorie diet.



Additional background will be added to McDonald's websites and restaurant materials to familiarize customers with the new format and how they can apply it to their daily lives.

Rollout

The new packaging will be rolled out beginning in the first half of next year in restaurants in North America, Europe, Asia and Latin America. It will debut at McDonald's restaurants at the Olympic Winter Games in Torino, Italy in February 2006. By the end of 2006, McDonald's plans to have more than 20,000 of its restaurants with nutrition information featured on packaging. The remaining restaurants will roll out nutrition information on packaging as it becomes locally relevant and commercially feasible.