



McDONALD'S® CANADA LAUNCHES NEW SNACKING OPTION FOR CONSUMERS ON-THE-GO

– *Canadians can't get enough chicken as consumption rates continue to climb* –

Toronto, ON (April 10, 2007) – The total number of snacks eaten around the globe is expected to rise by 9.7 billion over the next five years from 66.1 billion to 75.8 billion, according to a recent Data Monitor survey. In an effort to meet increasing demands from Canadian customers for quality food they can eat on-the-go, McDonald's Canada today introduced a highly-portable snacking option with the launch of the new *Chicken Snack Wrap*™.

The new *Chicken Snack Wrap*, available at participating McDonald's restaurants across Canada beginning April 10 for only \$1.79 plus tax, has warm, juicy seasoned and breaded all-white chicken breast meat, topped with a creamy ranch sauce, crisp lettuce, shredded Cheddar and Monterey Jack cheeses, all freshly wrapped in a soft, flour tortilla.

The afternoon snacking occasion has become a \$1.5 billion (CDN) business for the quick service restaurant industry in Canada. Rapid development of the snacking category can be attributed to the growing need among Canadians for light and portable meals. More time spent commuting also means an increasing propensity for consumers to eat on-the-go.

The average Canadian visits a quick service restaurant for an afternoon snack at least three more times over a two-month period than they did 10 years ago.

"Listening to our customers has always been a priority for McDonald's," said Louie Mele, President of McDonald's Restaurants of Canada Limited. "That's why we developed the *Chicken Snack Wrap* to accommodate not only the changing lifestyles of Canadians who are always on-the-go and want a portable snacking option made with quality ingredients, but also those customers who are telling us loud and clear that they just can't get enough chicken."

Canadians have consistently been eating more and more chicken for the past 10 years. During that time, quick service restaurants have experienced a 39 per cent increase in orders for chicken products, according to NPD's CREST® Data on afternoon snacking trends at quick service restaurants.

Between 1983 and 2003, the average Canadian increased their chicken consumption by more than 28 pounds (13 kg) per year.

Last year alone, McDonald's Canada purchased nearly 95 million pounds of chicken to serve to Canadians across the country. The new *Chicken Snack Wrap*, along with the Crispy Chicken sandwich, Chicken McGrill® sandwich and Chicken McNuggets® are each made with all-white meat chicken.

While McDonald's continues to provide its customers with quality menu choices and convenience, taste remains a driving force in the development of new products.

“At McDonald’s, our menu continues to evolve to accommodate our guests' tastes preferences,” said Chef Dan Coudreaut, Executive Chef and Director of Culinary Innovation, McDonald's Corporation. “Our Menu Development Team strives to provide our guests with one-of-a-kind, delicious menu choices that not only are relevant to their lifestyles, but that they can enjoy.”

For nutrition information on the new *Chicken Snack Wrap*, or any other McDonald's menu item, customers are encouraged to use the online Nutrition Calculator at www.mcdonalds.ca, which includes comprehensive ingredient and nutrition information and allows customers to customize their order to their own personal specifications and review the resulting nutrition details.

About McDonald's Canada

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca.

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