



## **McDONALD'S® ANNOUNCES INDUSTRY LEADING NUTRITION INFORMATION INITIATIVE**

### ***Food Packaging to Include Information in Unique, Customer-Friendly Format – Will Appear in Canada Beginning March 2006***

Toronto, ON (October 25, 2005) – As part of a global commitment to promote balanced, active lifestyles, McDonald's Corporation today announced an innovative approach to further communicate nutrition information to its customers around the world. Nutrition information will now be displayed on the majority of McDonald's product packaging using an easy-to-understand icon and bar chart format. This step, a first for the quick-service restaurant industry, is the latest transparency initiative in the company's 30-year record of providing nutrition information to help customers make informed choices.

The new packaging will be rolled out beginning in the first half of 2006 in restaurants in North America, Europe, Asia and Latin America. In Canada, this information will appear on packaging beginning in March 2006. McDonald's is currently working with its packaging suppliers to ramp up production to meet the demands of this new worldwide packaging program. By the end of 2006, McDonald's plans to have nutrition information featured on packaging in more than 20,000 of its restaurants. The remaining restaurants will implement nutrition information on packaging as it becomes locally relevant and commercially feasible. The new packaging will debut at McDonald's restaurants at the Winter Olympics in Torino, Italy in February.

"Customers are coming to McDonald's in record numbers, and we take their trust in our Brand very seriously. That's why we want them to have the most easy-to-understand nutrition information about our great-tasting food and wide range of menu options. We are putting the information customers need literally into their hands," said Jim Skinner, McDonald's Chief Executive Officer. "This initiative makes it easier than ever to understand the quality that goes into our food. We're very confident that the more information people have, the more they will like what they see at McDonald's."

"McDonald's Canada is proud to be part of this industry-leading global program, furthering our local commitment to providing our customers with more convenient ways to access information about their McDonald's meal," said Louie Mele, President, McDonald's Restaurants of Canada Limited. "Extensive time and energy has gone into ensuring that the information is simple to understand, which is a key component in making this initiative relevant to Canadians."

### **The New Format**

The new format converts scientific information into a customer-friendly snapshot of a product's nutrition value and how it relates to daily nutrient recommendations using bar charts and icons. The icons represent the five elements that experts agree are most relevant to consumer understanding of nutrition – calories, protein, fat, carbohydrates and sodium. Additional background will be added to McDonald's websites and restaurant materials to familiarize customers with this new format and how they can apply it to their daily lives.

“There is nothing more important to McDonald's than building customer trust and loyalty around the world. We listen closely to our customers so we know how important transparency is, which is what this initiative is all about,” said Mike Roberts, McDonald's President and Chief Operating Officer. “Adding nutrition information to our packaging will help our customers meet their individual taste preferences and nutrition requirements, as well as choose from our menu of quality food and portion sizes.”

### **Customer Input**

Customer input led the decision to implement this program on a broad scale. Based on research, concepts were developed and tested in several hundred McDonald's restaurants around the world. Tests results in Colombia, Hong Kong, Scotland, Shanghai, Spain, and the U.S. indicated that customers liked the approach. They confirmed that McDonald's icons and bar charts communicated the nutrition information quickly and simply.

### **Third-Party Guidance**

Beyond consumer tests, this initiative 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 Nutritionist Steering Group, consisting of nutrition professionals from McDonald's largest European markets, and the McDonald's Global Advisory Council on Balanced, Active Lifestyles (GAC), a group of independent advisors in the areas of nutrition, public health and fitness.

### **Third-Party Comments**

Dr. Harvey Anderson, member of McDonald's Global Advisory Council on Balanced, Active Lifestyles and Professor of Nutritional Sciences, Physiology and Medical Sciences, Faculty of Medicine at the University of Toronto, said, “I applaud McDonald's Canada for taking another important step in their efforts to help their customers make the food choices that are right for them. This standardized approach to communicating key nutrient values to McDonald's customers has been done in a way that is simple to understand, which I feel will make it a useful tool for those individuals looking to make more informed menu choices at McDonald's.”

### **Implementation Note**

McDonald's will continue to work closely with scientists, key government officials, and outside experts to ensure the new nutrition information meets local guidelines and is appropriately adapted for local relevance. For example, in Canada, the official Health Canada Nutrition Facts panel that appears on packaged foods also will be featured on McDonald's packaging. Additionally, McDonald's Europe will be the first in the restaurant industry to include pan-European nutrition reference values, called Guideline Daily Amounts (GDAs), as part of its nutrition information outreach to adults and children.

When implemented, the majority of McDonald's packaging will include nutrition information, with a few exceptions. For example, packaging used in short-term promotions, and wrappers and containers used for multiple products cannot feature product specific nutrition information. In these instances, customers will be directed to McDonald's website or to in-restaurant materials for the nutrition information they need.

Restaurants in Australia and Brazil already provide a form of nutrition information on their product packaging. McDonald's 13,000 U.S. restaurants also feature nutrition information on Happy Meal® boxes and bags.

### **About McDonald's**

McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million people in more than 100 countries each day. Approximately 70 per cent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

### **About McDonald's Canada**

McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,375 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](http://www.mcdonalds.ca).

### **For more information, please contact:**

McDonald's Media Relations

1-877-786-3342

or

[www.mcdepk.ca](http://www.mcdepk.ca)