



McDonald's to offer more nutritious choices

OAK BROOK, Ill. — McDonald's USA President Jan Fields announced this week the company's "Commitments to Offer Improved Nutrition Choices."

Menu changes underway include the addition of more nutritionally-balanced choices along with an increased focus on providing nutrition information.

"McDonald's will always try to do the right thing, and we know we can help make a difference in our communities," Fields says. "The commitments we're announcing today will guide the future evolution of our menu and marketing."

The changes include automatically including both produce (apple slices, a quarter cup or half serving) and a new smaller size French fries (1.1 ounces) along with the choice of a hamburger, cheeseburger or Chicken McNuggets, and choice of beverage, including new fat-free chocolate milk and 1 percent low fat white milk. For those customers who prefer a side choice of apples only, two bags of apple slices will be available, upon request.

The impact will be an estimated 20 percent reduction in calories of the most popular Happy Meals, also reducing fat in the meal, the company says. McDonald's will begin rolling out the new Happy Meal

in September, with the goal of having them available in all 14,000 restaurants during the first quarter of 2012.

In 2012, McDonald's also will raise nutrition awareness among children and parents through national marketing initiatives. The company will promote nutrition messages in 100 percent of its national kids' communications, including merchandising, advertising and digital, as well as the Happy Meal packaging. McDonald's also will provide funding for grassroots community nutrition awareness programs.

In addition, by 2020, McDonald's says it will reduce added sugars, saturated fat and calories through varied portion sizes, reformulations and innovations. Starting with the already completed 10 percent reduction in the majority of its chicken items, McDonald's will reduce sodium an average of 15 percent across its national menu of food choices by 2015.

McDonald's will expand new in-restaurant, website and mobile communications, and marketing vehicles, making access to this information even easier. To begin, McDonald's is now making available its first mobile app so customers can access nutrition information on-the-go. CMN