



McDonald's® "Commitments to Offer Improved Nutrition Choices"

Nutrition and Menu Innovation Milestones

For more than 50 years, McDonald's has been evolving our menu and nutritional choices in response to customers' needs and nutrition preferences. Through our "Commitments to Offer Improved Nutrition Choices" our journey continues to making improved nutrition choices available, accessible and affordable as we champion the well-being of the customers and communities we serve.

1955

Ray Kroc opened his first McDonald's in Des Plaines, IL with an original menu consisting of hamburgers, cheeseburgers, fries, soft drinks, milk, coffee and milkshakes.



1979

Introduced the Happy Meal® to core menu.

1996

Launched the Food and Nutrition section on www.mcdonalds.com.



2002

Introduced Fruit 'N Yogurt Parfait, with about 1/3 cup of low-fat yogurt.

2004

Launched Happy Meal choices, offering kids new choices like Apple Dippers, 1% low-fat white and chocolate milk jugs, and 100% apple juice.



In 2010, McDonald's served more than 197 million Milk Jugs and 90.6 million Apple Dippers.

2006

Joined the Council of Better Business Bureaus' Children's Food and Beverage Advertising Initiative and adopted its first voluntary Food Pledge to only nationally advertise foods to kids that met specific nutrition standards.



Introduced the Snack Wrap® offering customers smaller size portions of chicken sandwiches.

2010

Added Real Fruit Smoothies to the McCafe line made with low-fat yogurt and delivering about 1/2 cup of fruit (small).

2011

Introduced Fruit & Maple Oatmeal, providing two of the three recommended daily servings of whole grains.

As a result, an estimated 146 million servings of fruit as well as over 292 million servings of whole grains will be introduced to the U.S. food supply in 2011.



McDonald's reduced sodium by 10 percent in the majority of its national chicken menu offerings – most recently Chicken McNuggets®, a Happy Meal favorite.

First QSR to receive The Fruits & Veggies-More Matters Role Model award for efforts to encourage greater consumption of fruits and vegetables.



1972

The Egg McMuffin® sandwich is introduced as McDonald's first breakfast menu item.



Today, McDonald's has wholesome breakfast choices for 300 calories or less each, including the Egg McMuffin as well as Fruit 'n Yogurt Parfait, Fruit & Walnut Salad and Fruit & Maple Oatmeal.

1978

McDonald's was one of the first restaurants to make nutrition information available for customers.

McDonald's has been a leader in providing nutrition information for guests. Today, we provide nutritional information to our customers in 8 different ways, including our first mobile app so customers can access nutrition information on-the-go.



2003

Introduced the new Chicken McNuggets® made with white meat.

Introduced "Bag-a-McMeal" and "Customize Your Order" nutritional online tools on mcdonalds.com.

Introduced Premium Salads to the menu, each delivers about three cups of vegetables.

Reduced the sodium in Chicken McNuggets by 13%.



2005

Incorporated nutrition information to Happy Meal boxes and bags.

Introduced Fruit & Walnut Salad, which delivers about a one-half cup of fruit.



McDonald's became the first Quick Service Restaurant to join Produce for Better Health Foundation and its efforts to encourage greater consumption of fruits and vegetables.



2008

Announced that all fried national menu items in McDonald's U.S. restaurants are zero grams artificial trans fat, per labeled serving.

McDonald's launches "Commitments to Improved Nutrition Choice" including:

- Champion children's well being
- Expand and improve nutritionally-balanced menu choices
- Increase customers' and employees' access to nutrition information

For more information about McDonald's "Commitments to Offer Improved Nutrition Choices" visit www.McDonalds.com/Changing.

For nutrition-related questions, contact us at nutrition@us.mcd.com.

Information accurate as of July, 2011.

© 2011 McDonald's