

Communicating with Kids and Families at McDonald's®

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**U.S. Federal Trade Commission and Department of Health & Human Services
Public Forum: Marketing, Self-Regulation, and Childhood Obesity
Washington, DC
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Our Balanced, Active Lifestyle Heritage



1973 - 1990

1973

Became first restaurant to provide comprehensive nutrition and ingredient information to customers for standard menu items

1976

Created food exchange lists for diabetic and weight control diets

1986

Introduced Salads and switched from whole to 2% milk

1990

Provided comprehensive nutrition information for all menu items through in store brochures

1991 - 1996

1991

Switched from 2% to 1% low-fat milk

1992

Launched Willie Munchright[®]

1994

Developed trayliners with Nutrition information

1996

Launched Nutrition web site as a part of McDonalds.com

2002 - present

2002

Yogurt Parfaits introduced, Bag-a-McMeal and Customize your order sections added to website

2003

Added Apple juice, established Global Advisory Council, Launched McDonald's & You brochures, Olympic Day Run launched, added Happy Meal Choice

2004

Salads, Bob Greene, Adult Happy Meal, GoActive.com,

2005

Fruit and Walnut Salad, Olympic Sponsor, "it's what i eat and what i do..." Launched 2



Our Expert Partners



**NATIONAL ASSOCIATION
FOR SPORT & PHYSICAL
EDUCATION**

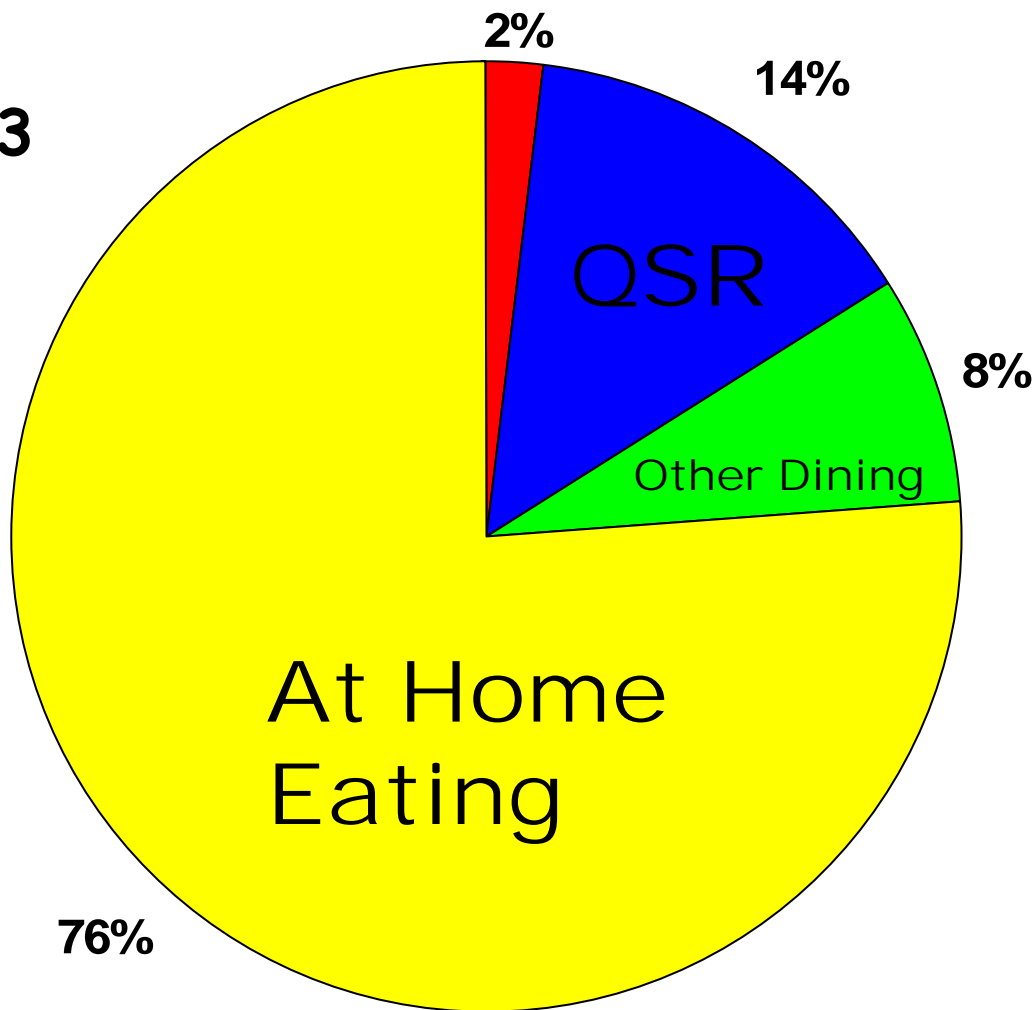




Where do people eat

% of total eating occasions (meals and snacks)

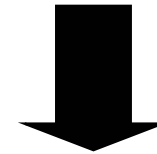
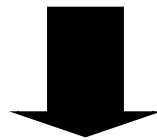
USA
2002/2003



How McDonald's Promotes Balanced, Active Lifestyles



Focus



Food Choice

**Physical
Activity**

Education



High Quality Food Choices



new
Fruit & Walnut
Salad





Physical Activity



All-American Basketball



Local community
sport sponsorships



Education



A Full Serving of Nutrition Facts
Choose the Best Meal for You

McDonald's® FOOD NUTRIENT BREAKDOWN
(CALORIES, FAT, CHOLESTEROL, SODIUM, CARBOHYDRATE, DIETARY FIBER, AND PROTEIN)

McDonald's
October, 2003

FOOD EXCHANGES FOR McDONALD'S® MENU ITEMS

McDonald's
October, 2003

McDonald's & You.
Your Family Our Community Our Commitment.



Nutrition Information: Find out about your favorites

Item	Calories	Total Fat	Total Crap	Total Sugar	Total Sodium	Total Protein
Apple and Pie	360	14g	1g	30g	1000mg	10g
Apple Pie	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon and Cheddar	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon and Cheddar and Bacon	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon and Cheddar and Bacon and Cheddar	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon and Cheddar and Bacon and Cheddar and Bacon	360	14g	1g	30g	1000mg	10g
Apple Pie with Cheddar and Bacon and Cheddar and Bacon and Cheddar and Bacon and Cheddar	360	14g	1g	30g	1000mg	10g
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balance

McDonald's® Proudly Sponsors

What's On Your Plate.[®]
I'm Willie Munchright™ your host.
For all you need to know
about foods that help you grow,
just ask the pro. Me!

Zap your hunger and thirst
with Everyday Foods first.

What's On Your Plate[®]

Cereal, bread, broccoli, oranges, 1% lowfat milk and chicken lean meat or dry beans are Everyday Foods.

Candy cake and chips are Sometimes Foods. It's OK to eat them sometimes, just not all the time.

Everyday Foods are the foods you need to eat most often. Look on Willie's counter. On it you'll find 10 Everyday Foods. Circle the hidden pictures of those same foods in other places in Willie's kitchen.



McDonald's website navigation: HAMBURGERS, FOOD & NUTRITION, SPORTS, SPECIAL OCCASIONS, WORK & SCHOOLS, IN THE NEWS, GET SHOPPING, GOOD WORDS

Read a Medical Nutrition Info, Nutrition Facts, Health Topics, Food Quality, Food Features, Willie Munchright Search

food & nutrition Choice is crucial: different tastes, menu flexibility, and all the right sizes to fit every active lifestyle. McDonald's wide range of high-quality foods can fit into a balanced diet. Get the straight facts on all your favorites.

nutrition info McDonald's serves a wide range of high-quality foods that can easily fit into a balanced diet.

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www.mcdonalds.com



Questions?

Please visit www.mcdonalds.com or call 877-MCD-FOOD for more information.