



**Testimony regarding Introduction 1064-A
Before the New York City Council Committee on Health
February 25, 2019**

As the city works to implement regulations on beverage options in children's meals, McDonald's is pleased to share its own work to increase families' access to balanced options. Over the years, and listening to consumers, McDonald's USA evolved the Happy Meal. Starting in 2012, we automatically included Apple Slices in every Happy Meal. Since then, we've continued to add new offerings and make changes to several menu items.

In 2013, McDonald's joined forces with the Alliance for a Healthier Generation on a set of commitments to increase families' access to fruit, vegetables, low-fat dairy and water in 20 major markets by 2020. The Alliance for a Healthier Generation works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, balanced habits. While not yet completed, many McDonald's markets are ahead of schedule in their progress on those commitments. The first of those commitments was to feature only water, milk and juice on Happy Meal menu boards and ads directed to children. As such, soda was removed from the Happy Meal section of U.S. menu boards in 2013 and we subsequently saw positive shifts in consumer behavior, and the number of Happy Meals served with water, milk, or juice has since increased by 14 percentage points. As of November 2017, and for the first time, more than half of Happy Meals served in the U.S. included water, milk or juice as the beverage of choice rather than soda and other beverages.

In 2016, McDonald's USA announced its popular Chicken McNuggets, and a Happy Meal entrée choice, contained no artificial preservatives. McDonald's USA's Chicken McNuggets contain no artificial colors, no artificial flavors and made with 100% white chicken.

In December 2017, McDonald's USA completed the transition to Honest Kids Appley Ever After organic juice drink, which has less calories and half the total sugar than the prior 100% apple juice served in the U.S. This apple juice drink consists of 100% juice and water (diluted) and other ingredients. (Honest Kids Appley Ever After Organic Juice Drink – 35 calories, 8g sugar; Prior apple juice – 80 calories, 19g sugar).

On our continued journey, and as a part of our commitment to families, in February 2018, McDonald's announced five new Global Happy Meal Goals with the Alliance for a Healthier Generation, including a goal establishing Global Happy Meal Nutrition Criteria.

In September 2018, McDonald's USA announced its seven classic burgers, including the hamburger—an entrée option in the Happy Meal, have no artificial preservatives, no artificial flavors and no added colors from artificial sources. The pickle contains an artificial preservative, and customers are able to skip it if they prefer.

Bottled water was added to U.S. Happy Meal menu boards as a beverage option in the fall of 2018. McDonald's USA also offers a 1% low fat milk jug. As we announced in 2018, our chocolate milk will be reformulated and will return to the Happy Meal menu once that is complete.

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MCDONALD'S COMMITMENT TO FAMILIES:

Global Happy Meal Goals

In 2013, McDonald's joined forces with the Alliance for a Healthier Generation on a set of commitments to increase families' access to fruit, vegetables, low-fat dairy and water in 20 major markets by 2020. While not yet completed, many markets are ahead of schedule in their progress on those commitments. We are now furthering our work together and setting five new Global Happy Meal Goals through 2022.

1 Offer Balanced Meals

Ensure 50 percent or more of Happy Meal Bundle Offerings listed on menus (includes restaurant menu boards, and primary ordering screen of kiosks and owned mobile ordering applications) in each market meet McDonald's Global Happy Meal Nutrition Criteria of less than or equal to:

- ≤ 600 calories
- ≤ 10 percent of calories from saturated fat
- ≤ 650mg sodium
- ≤ 10 percent of calories from added sugar

Qualifying Happy Meal bundles must meet all of the above criteria.

2 Simplify Ingredients

Remove artificial flavors and added colors from artificial sources from all Happy Meal Bundle Offerings. Reduce artificial preservatives in Happy Meal Bundle Offerings where feasible without sacrificing the safety, taste, quality or value of our food.

3 Be Transparent with Happy Meal Nutrition Information

Make nutrition information available for Happy Meal Bundle Offerings on McDonald's owned websites and mobile apps used for ordering where they exist.

4 Market Responsibly

All Happy Meal Bundles advertised to children will meet McDonald's Global Happy Meal Nutrition Criteria (as stated in Goal #1) and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

5 Leverage Innovative Marketing to Help Increase Purchase of Foods and Beverages that Contain Recommended Food Groups in Happy Meals

Use innovative marketing to help serve more foods and beverages containing fruit, vegetables, low-fat dairy, whole grains, lean protein and/or water within Happy Meals.



By the end of 2022, we aim to achieve these goals in all markets globally with measurement and reporting of progress among 20 major markets representing nearly 85 percent of McDonald's System's global sales. The 20 major markets are: U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan, and Australia. We will work with the Alliance for a Healthier Generation, along with an independent third party to develop an approach to measure and publicly report progress every two years. This is similar to the verification process that was established with the Alliance for a Healthier Generation surrounding the 2013 commitments.