

From: Susanne Barham <susanne.barham@gov.mcdonalds.com>
To: Lt. Governor's OfficeLtGov@scstatehouse.gov
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Subject: Announcement: McDonald's Commitment to Families

Good Morning Kevin,

I am excited to share with you an announcement we are making today about McDonald's expanded Commitment to Families. We've long been proud of our commitment to the local communities we serve across the globe; today we're using that global reach to make a lasting impact for the children and families who enjoy our food around the world.

In 2013, McDonald's began working with the not-for-profit Alliance for Healthier Generation (Healthier Generation) to develop a comprehensive plan for 20 major markets to increase customers' access to fruit, vegetables, low-fat dairy and water; and many of those markets are ahead of schedule in their progress on those prior commitments.

Today, the company is furthering its efforts with Healthier Generation to set **five new Global Happy Meal Goals through 2022:**

1. Offer Balanced Meals: Using rigorous nutrition criteria grounded in science and nutrition policy, by the end of 2022, at least 50 percent or more of the Happy Meals listed on menus (restaurant menu boards, primary ordering screen of kiosks and owned mobile ordering applications) in each market will meet McDonald's new Global Happy Meal Nutrition Criteria of less than or equal to 600 calories; 10 percent of calories from saturated fat; 650mg sodium; and 10 percent of calories from added sugar.
2. Simplify Ingredients: As consumers' tastes and preferences continue to evolve, markets will prioritize Happy Meals and simplify ingredients by removing artificial flavors, added colors from artificial sources, and reducing artificial preservatives where feasible.
3. Be Transparent with Happy Meal Nutrition Information: The company has made a continuous effort to meet consumers' desire for easy access to nutrition information for menu items it serves with a goal of ensuring that nutrition information for Happy Meals is available and accessible through all McDonald's owned websites and mobile apps.
4. Market Responsibly: Under the new goals, all Happy Meal bundles advertised to children will meet McDonald's new global nutrition criteria, and will continue to meet any existing 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: McDonald's recognizes the opportunity it has to make a positive impact using its size and scale to leverage innovative marketing, including packaging and promotions and use of new technologies, such as kiosks and mobile apps, to help serve more fruit, vegetables, low-fat dairy, whole grains, lean protein and water in Happy Meals. This goal takes these actions one step further to include a measurement component and externally sharing best practices and results in a transparent manner.

McDonald's USA Happy Meal Changes

In June 2018, 100 percent of the meal combinations offered on Happy Meal menu boards in the U.S.

will be 600 calories or under, and 100 percent of those meal combinations will be compliant with the new nutrition criteria for added sugar, saturated fat, and 78 percent will be compliant with the new sodium criteria. Customers in the U.S., will see the following changes to the Happy Meal menu as the company accelerates its actions in 2018:

- Listing only the following entrée choices: Hamburger, 4-piece and 6-piece Chicken McNuggets. The Cheeseburger will be available at a customer's request.
- Replacing the small French fries with kids-sized fries in the 6-piece Chicken McNugget meal, which decreases the calories and sodium in the fries serving by half.
- Reformulating chocolate milk to reduce the amount of added sugar. During this period, chocolate milk will no longer be listed on the Happy Meal menu, but will be available at a customer's request.
- Later this year, bottled water will be added as a featured beverage choice on Happy Meal menu boards.
- In December 2017, McDonald's USA completed the transition to Honest Kids Appley Ever After organic juice drink, which has 45 less calories and half the total sugar than the prior 100 percent apple juice served in the U.S.

While several of the Happy Meal combinations available on the U.S. menu boards today already meet the new nutrition criteria and will not be changing, with these planned menu updates, there will be average reductions of 20 percent in calories, 50 percent in added sugars, 13 percent in saturated fat and/or 17 percent in sodium, depending on the customer's specific meal selection. These reductions reflect the average nutrition data of U.S. Happy Meal offerings on the menu last year compared to those planned for later this year.

"From day one, Healthier Generation knew our work with McDonald's could influence broad scale improvements to meal options for kids everywhere," said Dr. Howell Wechsler, Chief Executive Officer of Alliance for a Healthier Generation. "Today's announcement represents meaningful progress to impact kids' calories, saturated fat, sodium and added sugar in Happy Meal bundles as offered on menu boards – and to promote more water. This sets a high bar, and we hope other industry leaders will follow suit."

For more information, please read [our joint Medium.com post](#) with the Alliance for a Healthier Generation and join us in sharing the news on [Twitter](#). #HappyMeal. You can also find more coverage from [NPR](#) and [The Washington Post](#).

We want to use our scale for good and always keep raising the bar on what it means to be a responsible company committed to the families we serve. Please don't hesitate to contact me should you have any questions!

Best,

Susanne

Susanne Streb Barham | Government Relations Director
McDonald's Corporation

