

# Giving families more choices

2016 PROGRESS REPORT HIGHLIGHTS

ALLIANCE FOR A HEALTHIER GENERATION



**McDonald's partnered with the Alliance for a Healthier Generation to promote balanced food and beverage choices.**

## MCDONALD'S COMMITTED TO

Offer a side salad, fruit, or vegetable option as a substitute for fries in value meals



OR



*(Salad, fruit or vegetable option will vary per participating market)*

**Feature only water, milk, and juice** on Happy Meal menu boards and ads directed to children.



Offer a new Happy Meal fruit, vegetable, low-fat dairy, or water option or use new packaging innovations to generate excitement for an existing option.

**Ensure 100% of all advertising** directed to children to include a fun nutrition or children's well-being message



## HIGHLIGHTS OF PROGRESS TO DATE

Measuring the progress through 2016 for thirteen markets—Argentina, Austria, Brazil, Switzerland, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Taiwan, the United Kingdom, and the United States.<sup>1</sup>

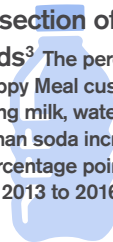


**99%**

of value meal menu boards listed or pictured a fruit, vegetable, or side salad option<sup>2</sup>

**37**

milk, water, and 100% juice options and 0 soda options were featured in the Happy Meal section of menu boards<sup>3</sup> The percentage of Happy Meal customers selecting milk, water & juice rather than soda increased by 9.4 percentage points from 2013 to 2016<sup>4</sup>



**26**

new fruit, vegetable, water, 100% juice, and low-fat dairy side & beverage options were offered in Happy Meals in 2016<sup>4</sup>

**97%**

of external ads directed to children featured a fun nutrition or children's well-being message<sup>5</sup>



<sup>1</sup> All pieces of this commitment will be fulfilled in McDonald's restaurants in 20 major markets by 2020, representing more than 85% of global sales.

<sup>2</sup> Across the 9 markets that fulfilled commitment

<sup>3</sup> Across the 13 markets that fulfilled commitment

<sup>4</sup> Across the 12 markets that fulfilled commitment

<sup>5</sup> Across the 8 markets that fulfilled commitment