



## Statement on Product Formulation and Innovation (October 2019)

In February 2018, McDonald's announced its new global [Happy Meal Goals](#). Under these five goals, by 2022, McDonald's will make improvements to the Happy Meal menu across 120 markets to offer more balanced meals, simplify ingredients, continue to be transparent with Happy Meal nutrition information, reinforce responsible marketing to children, and leverage innovative marketing to help impact the purchase of foods and beverages that contain recommended food groups in Happy Meals.

**Offer Balanced Meals:** We serve millions of Happy Meals every day. Our goal is to ensure that at least 50 percent or more of the Happy Meals listed on menus <sup>1</sup> in each market, meet the following McDonald's Global Happy Meal Nutrition Criteria. Qualifying Happy Meal Bundles must meet all the criteria:

- ≤ 600 calories
- ≤ 10% of calories (or kilojoules) from saturated fat
- ≤ 650 mg of sodium
- ≤ 10% of calories (or kilojoules) from added sugar

Currently, 28 percent of the meals offered on Happy Meal menus meet these new global nutrition criteria. Markets will reach these new goals in different ways. We anticipate some will work on reformulation to meet the criteria or make innovations such as adding a lean protein. Some may remove menu items that don't adhere to the nutrition criteria, and/or will leverage innovative marketing to help promote more recommended choices. Additionally, we will be focusing on collecting information about how they innovate and what they learn, which is a

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<sup>1</sup> Restaurant menu boards and primary ordering screen of kiosks and owned mobile ordering applications

further benefit to the creation of global goals at scale. The Happy Meals Goals apply to all markets globally with measurement and reporting of progress among our 20 major markets, representing nearly 85 percent of global sales.<sup>2</sup>

**Alliance for a Healthier Generation Commitment:** In addition, we remain committed to the work we are doing with the non-profit, Alliance for A Healthier Generation, begun in 2013, to increase customers' access to fruit, vegetables, low-fat dairy and water. By 2020, in our top 20 markets:

- 1) McDonald's will feature only water, milk and juice in a Happy Meal on menu boards and instore and in external advertising directed to children;
- 2) The listing of soda on the Happy Meal menu boards will be phased out and all soda logos and images of cups with soda will be removed from the Happy Meal section of the menu board and all in-store and external advertising directed to children; and
- 3) A side salad, fruit or vegetable will be offered as a substitute for French Fries in value meals.

### **Progress at the end of 2018:**

#### RESULTS OVERVIEW

In May 2018, McDonalds issued a five-year progress report which documents results from an independent evaluator's final round of verification across all 20 participating markets for the McDonald's-Alliance for a Healthier Generation 2013 commitments.

The results demonstrate that **the 20 participating markets will meet the implementation goals ahead of schedule.** In 2018, the markets exceeded the milestone goals and largely met the 2020 goal of completely fulfilling the five commitments. The following summarizes results across the 20 markets.

[Five Year Progress Report](#)

[Five Year Progress Report Highlights \(infographic\)](#)

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<sup>2</sup> Argentina, Australia, Austria, Brazil, Canada, China, France, Germany, Hong Kong, Italy, Japan, the Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Taiwan, the U.K. and the U.S.A.