

MEDIA RELEASE

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Would you like fruit with that?

Happy Meal trial to include FREE apple, along with other new choices

McDonald's will be giving away around 100,000 apples as part of the trial of a new Happy Meal. The 12 restaurant, nine week trial starts today and will include a free NZ Royal Gala apple in all Happy Meals. Parents will also be able to choose the option of yoghurt as a side and organic milk as a beverage option.

Patrick Wilson, McDonald's Managing Director, New Zealand says: "This trial is about offering New Zealand families more choices for their children and to gauge how we can continue to evolve the Happy Meal. Including an apple for free, and adding new side and drink options in the trial will give us a good read on what direction we can take with Happy Meals going forward."

McDonald's has made several changes to the Happy Meal in recent years, including healthier drink and side options as well as swapping toys for half a million children's books during its annual book promotion.

"Our research clearly tells us that New Zealanders do not want to have options taken away and that it's important to offer a range of genuine choices. We've seen that already with the options we've added over time, and also how we market Happy Meals," adds Mr Wilson.

Happy Meals are only displayed with the grilled chicken snack wrap, apple slices and water. McDonald's also limits how toys are shown, and marketing includes a health and wellbeing message. McDonald's has not promoted Happy Meals on TV in children's viewing hours for several years. In 2015 McDonald's developed an industry-first approach in digital advertising to restrict the chances of children seeing any McDonald's marketing content when using their parents' devices.

This trial is part of McDonald's *Journey For Good*, a multi-million dollar investment programme to deliver nutritional improvements across its menu and increased choice and flexibility for customers. Other recent improvements include a move to free range eggs and a five year commitment to reducing sugar across the drinks menu.

Assuming the trial is successful, McDonald's will roll out the new Happy Meal to all restaurants, keeping the free fruit as a permanent addition.



ENDS

HAPPY MEAL

FREE WITH EVERY HAPPY MEAL

NZ Royal Gala Apple

CHOOSE A FAVOURITE

Cheeseburger
Grilled Chicken Snack Wrap®
Crispy Chicken Snack Wrap®
Chicken McNuggets® 3 Pack
6 Pack
Sauces: Sweet 'n' Sour, BBQ, Mustard

CHOOSE A SIDE

Moogurt™ Strawberry Yoghurt
Small Fries

CHOOSE A DRINK

Anchor™ Organic Lite Milk 225ml
Pump® Mini Water 400ml
Small Ken® Orange Juice
Anchor™ CalciYum™ Chocolate Flavoured Milk 250ml
Apple & Blackcurrant Fruit Drink 250ml

The trial is at the following restaurants:

- Anderson Bay – Dunedin
- Five Cross Roads – Hamilton
- Gore
- Hawera
- Lambton Quay – Wellington
- Merivale – Christchurch
- Richmond Mall, Nelson – Nelson
- Sylvia Park Mall, Glen Innes, Downtown Auckland, Hunters Plaza – Auckland

For more information please contact:

Magenta Boyd: Mango Communications

Tel: 027 469 7310/ Email: magentab@thisismango.co.nz

Simon Kenny: Head of Communications / McDonald's Restaurants (NZ) Limited

Tel: 027 482 7692 / Email: simon.kenny@nz.mcd.com

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 167 McDonald's restaurants across New Zealand, 80 per cent of which are owned and operated by local business men and women. The organisation employs over 9,000 people in restaurants nationwide, and is one of New Zealand's largest employers of youth. McDonald's was awarded 'retail employer of the year' in 2011 by Retailworld. In 2014 McDonald's spent around \$183 million with local suppliers, while New Zealand producers exported over \$312 million of food to other McDonald's markets. McDonald's is the primary

supporter of Ronald McDonald House Charities in New Zealand, which provides accommodation for the families of seriously ill children and other services including mobile dental care units. For more information visit www.mcdonalds.co.nz

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