

McDONALD'S JOURNEY FOR: GOOD FOOD

Over the last decade we have evolved our menu with our customers, and shown leadership as a responsible corporate citizen. We continue to reformulate our products to reduce levels of saturated fat, sugar and sodium, without impacting quality and taste. We have extended the range of food and beverages available, and added flexibility and value for customers to choose meals how they want them. We continue to be transparent about what goes into our food, and look at new ways to help people make informed decisions. As part of our Journey For Good you will continue to see McDonald's develop in a way that is relevant to New Zealanders.



- Happy Meal choices: milk, fruit drink and water introduced

2003



LESS THAN
1%
TRANS FAT

- SaladsPlus menu launched with items containing less than 9g of fat per serve
- Fruit bags added as option for Happy Meals or snack
- Change to vegetable cooking oil lower in trans fat

2004



- DeliChoices menu launched, some containing less than 9g of fat per serve

2005



30%
LESS SUGAR

- Sugar levels in buns reduced by 30 percent
- Nutrition information added to tray mat + packaging
- Changes to cooking oil to make it virtually trans fat free and 83 percent reduction in saturated fats
- Lighter choices of lower fat options launched

2006

300
TONNES
LESS SUGAR

- Sprite replaced by Sprite Zero - combined with sugar in buns reduction, removes around 300 tonnes of sugar from menu annually
- Made to order cooking platform launched

2007

MADE WITH
100%
CHICKEN BREAST



- New patty made with 100 percent chicken breast introduced, including a lower-fat seared option
- New sunflower & canola cooking oil - less than 10 percent saturated fat - additional cost of \$1 mill per year to restaurants
- Rainforest Alliance coffee introduced
- Coke Zero added to beverage range

2008



- Grilled chicken snack wrap added to Happy Meals
- Snack wrap, Pump Mini water and apple bag contains less than one third the RDI for children aged 4-7
- Free range eggs introduced in Christchurch and Dunedin

2009



- Weight Watchers partners with McDonald's approving a range of meals with 10 ProPoints or less

2010



- Side salad added to value menu
- Further Weight Watchers approved products added to menu

2011



SWAP
FOR



- Side salad offered as swap option for fries in combos at no extra cost

2012

20%
LESS SODIUM

- Sodium reduced in cheese by 20 percent removing 15 tonnes of sodium from the menu each year
- New salads and wraps with the choice of grilled or crispy chicken
- Launched the Our Food Your Questions website

2013



20%
LESS SALT

- Salt served on fries reduced by 20 percent
- 50 restaurant trial tests consumer preferences for sugar reduction
- Removed Happy Meal ads from day time television

2014



- Swap your soft drink for bottled water at no extra cost in combos
- Reformulated Keri fruit drink - 30 percent less sugar, no artificial flavours or colours
- Create Your Taste launched allowing full customisation of burgers + new range of ingredients

2015



- Move to 100% fresh eggs being free range, additional cost \$ 2 mill per year
- Target announced to further reduce sugar consumed across menu
- NZ- first digital marketing solution to prevent children seeing McDonald's advertising online
- Burger bar concept launched at Greenlane includes vegetarian + gluten free options

2016