



## **McDonald's® Fruit & Walnut Premium Salad** **Fact Sheet**

### **TIMING:**

- Beginning in May 2005, McDonald's launches its newest menu addition, the Fruit & Walnut Premium Salad, at participating McDonald's restaurants nationwide.

### **McDONALD'S FRUIT & WALNUT PREMIUM SALAD:**

- McDonald's new Fruit & Walnut Premium Salad is a whole new way to discover fresh fruit. It includes premium, fresh fruit: apple slices and red seedless grapes, with a small side of low-fat yogurt and a choice of candied Diamond walnuts to sprinkle on top.
- The Fruit & Walnut Premium Salad provides one and a half cups of fruit, contributing to the Dietary Guidelines for Americans' recommendation that most moderately active adults and teens eat 5 cups of fruits and vegetables daily. It meets the nutrition criteria for healthy foods of Produce for Better Health Foundation (PBH) and helps meet the daily requirements for a variety of beneficial nutrients, such as vitamins C, fiber, calcium and omega-3 fatty acids.
- The Fruit & Walnut Premium Salad is a wholesome and functional menu choice:
  - Customers can personalize their fruit salad by dipping, topping or putting the yogurt on the side, as well as the candied walnuts.
  - Customers can choose to eat it for any mealtime: breakfast, lunch, dinner or a snack at a suggested price of \$2.99 (prices vary by restaurant).
- The Fruit & Walnut Premium Salad is one of several fruit-based menu items at McDonald's, including the recently launched Apple Dippers –sliced, peeled apples with a side of low-fat caramel sauce as part of Happy Meal® Choices, and the Fruit n' Yogurt Parfait –strawberries, blueberries, low-fat vanilla yogurt and granola topping.
- The Fruit & Walnut Premium Salad is a fresh and wholesome menu option, and demonstrates McDonald's continued commitment to encourage customers to lead balanced, active lifestyles through food choice and physical activity.

### **PRODUCE FOR BETTER HEALTH FOUNDATION:**

- McDonald's new Fruit & Walnut Premium Salad is approved by and meets the healthy food criteria of Produce for Better Health Foundation. PBH, a non-profit foundation, is the nation's leading fruit and vegetable nutrition education program. Its 5 A Day, The Color Way program encourages Americans to eat a colorful variety of fruits and vegetables every day. McDonald's Fruit & Walnut Premium Salad has one and half cups of fruit which is more than half the daily fruit requirement for most moderately active adults and teen.

### **McDONALD'S "FRUIT BUZZ™" ADVERTISING/MERCHANDISING:**

- National advertising for the Fruit & Walnut Premium Salad rolls out in mid-May with a "Fruit Buzz" theme.
- A "Fruit Buzz" is defined as a change in attitude, an extra bounce in a step, an extra burst of energy and an overall good feeling.

### **McDONALD'S BALANCED ACTIVE LIFESTYLES PLATFORM:**

- In 2004, McDonald's unveiled an unprecedented, comprehensive balanced lifestyles platform to help address obesity in America and improve the nation's overall physical well-being.
- The goal of McDonald's multi-disciplinary plan is to educate, assist, and engage consumers in ways that change individual behavior, resulting in better food/energy balance in their lives.
- McDonald's balanced active lifestyle platform is focused on three significant areas: food choices, education and physical activity.
  - Food Choice: McDonald's continues to update its menu, offering customers choice and variety. McDonald's recently introduced menu items which include: the Happy Meal for Adults, Apple Dippers as part of the Happy Meal Choices, Low-fat milk jugs, and Premium Salads.
  - Education:
    - McDonald's provides detailed nutrition information on trayliners and in-restaurant "McDonald's & You®" Nutrition Facts brochures and on the food and nutrition section of [www.mcdonalds.com](http://www.mcdonalds.com), which receives more than 250,000 customer visits every month. On the Web site, customers can personalize their nutritional information through the Bag a McMeal function and customizable menu options.
    - Bob Greene, Oprah's personal trainer and McDonald's balanced active lifestyle partner, has created in-restaurant materials with tips and information to help customers live more balanced lives through food choice and physical activity.
    - Balanced active lifestyle partner, Produce for Better Health Foundation, has provided nutrition information about 5 A Day The Color Way for trayliners, product packaging and in-store materials.

- Physical Activity: In 2004, McDonald's launched the "Go Active!™ American Challenge" with Bob Greene. Greene walked and bicycled over 3,000 miles across America for 36 consecutive days, challenging people to take steps toward more active lives. McDonald's is continuing its "Go Active! American Challenge" this year through a number of educational outreach activities, both nationally and locally, with the support of Greene.

**ABOUT McDONALD'S:**

- McDonald's is the world's leading food service retailer with more than 30,000 local McDonald's restaurants serving nearly 50 million customers each day in 119 countries. More than 70 percent of McDonald's restaurants around the world are owned and operated by independent, local businessmen and women. For more information, please visit [www.mcdonalds.com](http://www.mcdonalds.com).

**ABOUT PRODUCE FOR BETTER HEALTH FOUNDATION:**

- Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables. The foundation is a member and chair of the National 5 A Day Partnership, consisting of government agencies, nonprofit organizations, and industry working in collaboration to increase consumption of fruits and vegetables for improved public health. The Partnership oversees the national 5 A Day for Better Health Program, the nation's largest public-private nutrition education initiative. To learn more, visit [www.5aday.org](http://www.5aday.org).

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