

The facts about eating at McDonald's / Annette Allen.

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Dear Reader

THE FACTS ABOUT EATING AT McDONALD'S

The importance of a healthy diet and its role in preventing the "diseases of affluence" has long been recognised. A healthy diet should be varied and provide all the nutrients needed by the body together with enough, but not too much, energy.

Because we recognised that there was an increasing need for nutrition information, we recently had all our menu items analysed for their nutritional content. This work was carried out by an independent research laboratory.

We felt it vital to have the guidance of leading organisations involved in nutrition education. Both the British Nutrition Foundation and British Diabetic Association commented on all three of our publications. We also engaged an independent nutrition consultant to help us prepare much of the information.

The enclosed brochure demonstrates the wide variety of nutrients provided by McDonald's food - in particular, iron, protein, calcium and the B Vitamins. Contrary to popular opinion, it is not "Junk Food", but supplies a valuable and readily available source of important nutrients.

You will notice that a relatively high percentage of the energy in our food comes from fat. Nevertheless, there is no reason why these foods cannot be included as part of a varied, and therefore healthy, diet.

You may be interested to know that our other two publications are intended for consumers. "The Facts about Eating at McDonald's" is available free in all 165 of our restaurants, and apart from giving energy, fat, protein, carbohydrate and sodium content, it also offers some general nutrition advice.

"Good Food, Nutrition and McDonald's" is available on request from this office. It not only explains the role of the macro and some of the micronutrients in the diet but also compares the major nutritional content of the menu items with the U.K. Recommended Daily Amounts (as published by D.H.S.S.). The booklet also looks at typical meal combinations available in our restaurants and shows how they compare with other typical British meals.

Should you have any patients who are interested in following a healthy, well balanced diet, we would be pleased to send them a copy of our literature.

Yours sincerely

Annette Allen
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