

100% pure beef : the facts / McDonald's Restaurants Limited, Public Relations Department.

Contributors

McDonald's Restaurants Ltd. Public Relations Department.

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Did you know?

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100% PURE BEEF — The Facts

Food hygiene and quality have always been important to McDonald's.

There has been much debate recently regarding the quality of meat used in pre-cooked meals, convenience foods and in the fast service restaurant industry.

McDonald's attention to high standards in this area is not a debatable point.

ONLY prime cuts of lean forequarter and flank are used for their 100% pure beef hamburgers.

No additives; no fillers; no binders; no flavour enhancers.

Just 100% pure beef.

All McDonald's beef comes from EC-approved European suppliers. Every consignment of beef arriving at the meat plant is subject to a total of 36 separate quality control checks, carried out by a team of qualified technologists. If a consignment should fail on any one check—it will be rejected by McDonald's.

In addition, a Ministry of Agriculture representative visits the plant weekly, to monitor its hygiene standards, as well as the quality of the beef.

McDonald's commitment to quality is paramount throughout the production and preparation of all its products, to ensure that customers receive only the highest quality food and beverage.

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FACT SHEET

