

**Taste, choice and balanced eating : a menu of taste and choice /
McDonald's Corporation.**

Contributors

McDonald's Corporation.

Publication/Creation

[Oak Brook, Ill.] : McDonald's Corporation, 2003.

Persistent URL

<https://wellcomecollection.org/works/hun82wur>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



We Care About Your Healthy Lifestyle

McDonald's has always been committed to doing the right thing for our customers and our communities. That's why we would like to share some of what we're doing to help you make informed decisions and meet your nutrition goals. We want to give you a fresh way to think about choices for balanced eating at McDonald's.

You care about the food your family eats. So do we. And we want to help you find ways to eat balanced meals at all our restaurants. At McDonald's, we offer quality beef, fish and poultry as well as fresh lettuce and tomatoes. Variety in our menu means you can balance what you order and help make sure your McDonald's meal balances with other meals you eat. We want McDonald's food to fit comfortably into your well-balanced diet. It's better for you and better for us.

For more information on
McDonald's and nutrition, call:

1-800-244-6227

or visit our Web site

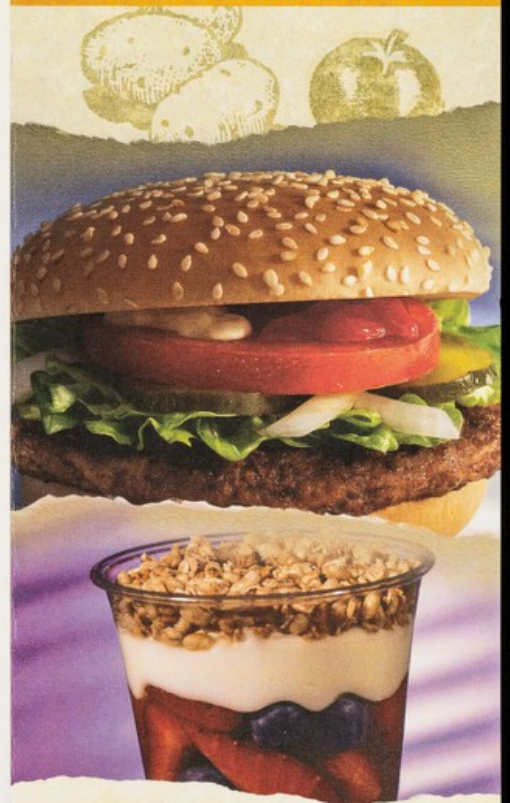
www.mcdonalds.com

© 2003 McDonald's Corporation.
Printed on acid-free recycled paper
30% post-consumer waste
Printed in the United States of America



Taste, Choice and Balanced Eating

A Menu of Taste and Choice



McDonald's & You.

Your Family. One Community. Our Commitment.



We Offer a Wide Variety of Menu Choices

To help you meet your nutrition goals, our menu provides a wide range of options and serving sizes. In addition to burgers, fries and soft drinks, we offer a Chicken McGrill® sandwich, Fruit 'n Yogurt Parfaits, fresh salads, fruit juice, 1% lowfat milk and, at many restaurants, soups. Our sandwiches, French fries, Chicken McNuggets® and beverages come in a number of serving sizes so you can choose what you like.

Educating yourself on the nutrition content of your choices makes it easier to achieve balanced eating. And, with our "Made For You®" cooking system, you can special order various menu items to reduce calories, fat or sodium. For example, by holding the mayonnaise on our Chicken McGrill sandwich, you can drop 100 calories and reduce the fat content to 6 grams.

Visiting www.mcdonalds.com makes it easier than ever to check out sample meals or create your own combinations to plan your ideal meal. You also can find detailed information on ingredients if you have food allergies or other food sensitivities. Food exchanges for diabetes or weight-control meal planning are also available.

We've taken special care in creating McDonald's Happy Meals® that provide nutrients that active and growing kids need. According to Food and Drug Administration labeling guidelines, the meals provide an "excellent" or "good" source of nine or more nutrients.

* Cobb Salad not available in all stores until April 2003.

Experts Say – Balance, Variety and Moderation

Many nutrition professionals agree that your favorite McDonald's® foods can be part of a well-balanced diet based on the sound nutrition principles of balance, variety and moderation. McDonald's Dollar Menu offers a variety of choices to build delicious, affordable meals with items that can fit into your lifestyle. Members of the American Dietetic Association say a key to healthful eating is to moderate, not eliminate, your favorite foods because eliminating foods is rarely successful long term.

To help you make informed decisions, we provide nutrition and ingredient information for our standard menu items. In fact, we've been doing so for nearly 30 years. You may obtain nutrition information at our restaurants, by calling our toll-free number at 1-800-244-6227 or by visiting our Web site at www.mcdonalds.com.

Our commitment goes beyond our restaurants. Over the years, McDonald's has partnered on nutrition education programs for kids with organizations such as the American Academy of Pediatrics, the American Dietetic Association and the Society for Nutrition Education. Our public service programs focus on promoting healthful eating and active lifestyles. In addition, we continue to support events such as McDonald's All-American High School Basketball Team™, the Olympic Games, and numerous children's sports and fitness programs at the community level.

We're Proud of Our Food

Food quality is a passion at McDonald's. That's why we take pride in the foods we serve you and your family. We seek and purchase quality lettuce, tomatoes, buns, potatoes, ground beef and eggs.

We start our sandwiches with top-quality chicken, 100 percent ground beef and great-tasting whitefish. Our triple-thick shakes and the soft serve in our sundaes and McFlurries™ are made with fresh Grade A milk and cream. We even use a premium blend of Arabica beans from Central and South America to brew your morning coffee.

In fact, the foods we serve at McDonald's are the same trusted brands you might purchase at the grocery store to prepare meals at home for your family.

