Offer a side salad, fruit, or vegetable option as a substitute for fries in value meals.

McDonald’s partnered with the Alliance for a Healthier Generation to promote balanced food and beverage choices.

**MCDONALD’S COMMITED TO**

- Feature only water, milk, and juice on Happy Meal menu boards and ads directed to children.
- Offer a new Happy Meal fruit, vegetable, low-fat dairy, or water option or use new packaging innovations to generate excitement for an existing option.
- Ensure 100% of all advertising directed to children to include a fun nutrition or children’s well-being message.

**HIGHLIGHTS OF PROGRESS TO DATE**

Measuring the progress through 2016 for thirteen markets—Argentina, Austria, Brazil, Switzerland, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Taiwan, the United Kingdom, and the United States.

- 99% of value meal menu boards listed or pictured a fruit, vegetable, or side salad option
- 37 milk, water, and 100% juice options and 0 soda options were featured in the Happy Meal section of menu boards
- 97% of external ads directed to children featured a fun nutrition or children’s well-being message
- 26 new fruit, vegetable, water, 100% juice, and low-fat dairy side & beverage options were offered in Happy Meals in 2016

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1. All pieces of this commitment will be fulfilled in McDonald’s restaurants in 20 major markets by 2020, representing more than 85% of global sales.
2. Across the 9 markets that fulfilled commitment
3. Across the 13 markets that fulfilled commitment
4. Across the 12 markets that fulfilled commitment
5. Across the 8 markets that fulfilled commitment