



# Five Year Progress Report Highlights

McDonald's and the Alliance for a Healthier Generation worked together to increase customers' access to fruits, vegetables, low-fat dairy and water. In 2013, McDonald's committed to:



**Feature only water, milk and juice** as the beverages on Happy Meal menu boards and ads directed to children.



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



**Offer a new fruit, vegetable, low-fat dairy or water** option in the Happy Meal or use new packaging innovations to generate excitement for these options.



**Dedicate one panel of Happy Meal boxes or bags** to communicate a fun nutrition or children's well-being message four times annually.



**Include a fun nutrition or children's well-being message** in 100% of external ads directed to children.

## These changes have made a difference around the world.

Across 20 major markets, since September 2013,

# 6.4+

BILLION

fruit, vegetable, low-fat dairy, and water items were served in Happy Meals.

# 12

percentage point

INCREASE

in the share of Happy Meals served with milk, water or juice.

# 43

NEW

fruit, vegetable, low-fat dairy, and water options added to Happy Meal menus resulting in 161 total options.

### IN THE UNITED STATES

# 15

percentage point increase

in the share of Happy Meals served with milk, water or juice from September 2013-2018.

# 3.4+ billion

fruit, low-fat dairy, and water items have been served in U.S. Happy Meals since 2013.

# 250+ million

sides of apple slices served in the U.S. in 2018.

Read more about the report at [www.healthiergeneration.org/fiveyearreport](http://www.healthiergeneration.org/fiveyearreport)

\*The 20 participating major markets represent nearly 85 percent of McDonald's System's global sales, and include: U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan, and Australia.