



Progress Report Highlights

Since 2013, McDonald's and the Alliance for a Healthier Generation have worked together to increase families' access to healthier food and beverage options. In 2018, we expanded this commitment with five Global Happy Meal Goals:

1



Offer balanced meals

Ensure 50% or more of Happy Meal bundle offerings listed on menus in each market contain no more than 600 calories, 10% of calories from saturated fat, 650mg sodium, and 10% of calories from added sugar.

2



Simplify Ingredients

Continue efforts to remove artificial flavors and added colors from artificial sources, and reduce artificial preservatives.

3



Be Transparent with Happy Meal Nutrition Information

Make nutrition information available for Happy Meal bundle offerings on McDonald's owned websites and mobile apps used for ordering where they exist.

4



Market Responsibly

Ensure all Happy Meal bundles advertised to children will meet McDonald's Global Happy Meal Nutrition Criteria (as stated in Goal #1) and continue to meet existing local/regional advertising pledges with respect to marketing to children, whichever is strictest.

5



Increase Purchase of Foods and Beverages that Contain Recommended Food Groups in Happy Meals

Leverage innovative marketing to help serve more foods and beverages containing fruit, vegetables, low-fat dairy, whole grains, lean protein and/or water within Happy Meals.

These changes have made a difference in the US and across the globe.

An independent report on initial progress toward the goals in 20 major markets*, including the US, shows that:

HALF

of beverages sold in Happy Meals in 2019 were water, milk, or juice.

2.5+ BILLION

Happy Meal items sold since 2018 contained fruit, vegetable, low-fat dairy, water, lean protein or whole grains.

93%

of Happy Meal menu items, as of early 2020, have no artificial flavors, added colors from artificial sources, or artificial preservatives that could be feasibly reduced.

60%+

of the 20 major markets provided complete Happy Meal nutrition information on McDonald's owned websites and mobile apps used for ordering where they existed in 2019.

83%

of all Happy Meal bundles shown in children's ads met the nutrition criteria set in the Global Happy Meal Goals in 2019, on average.

80%

of the 20 major markets sold an increased share of Happy Meal items containing recommended food groups in 2019, compared to 2018

Read more about the commitment and see the report at www.healthiergeneration.org/mcdonaldscommitments

* McDonald's has pledged to achieve the five Global Happy Meal Goals in all markets by the end of 2022, and is measuring progress in 20 major markets that represent nearly 85% of McDonald's System's global Happy Meal sales: Argentina, Australia, Austria, Brazil, Canada, China, France, Germany, Hong Kong, Italy, Japan, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Taiwan, the United Kingdom, and the United States.