Five Years, Five Happy Meal Goals

From 2018 to 2022, we've made significant progress to offer and promote more fruit, vegetables, low-fat dairy, whole grains, lean protein and water.

Markets around the world have united in our effort to evolve the Happy Meal, in partnership with leading children's health organization, Alliance for a Healthier Generation.

Our Five Goals

- 1 Offer balanced meals.
- 2 Simplify ingredients.
- 3 Be transparent with Happy Meal nutrition information.
- 4 Market responsibly.
- 5 Leverage innovative marketing.

More than 5.7 billion fruit, vegetable, low-fat dairy and water items have been served



We have

reduced calories by 6%, sodium by 9%, saturated fat by 15% and added sugar by 26% in Happy Meal Bundle

in Happy Meal Bun Offerings.



We have introduced
70 new Happy Meal
Offerings containing
a recommended food
group globally.

More than 50 marketing innovations have been leveraged

to promote recommended food groups, such as fruit, vegetables and low-fat dairy.





We have

removed 100% of artificial flavors, added colors from artificial sources and artificial preservatives

where feasible* from Happy Meal Offerings.

In 2022, 100% of ads shown to children featured water, milk or juice and fruits, vegetables or dairy as the Happy Meal beverage and side.





100% of nutrition information was available on market websites and mobile apps by the end of 2022.

^{*} McDonald's top priority is to ensure all items meet our strict food safety and quality standards. "Where feasible" means that by removing an artificial preservative there will not be a sacrifice in the food quality or safety standards, value or taste. In certain cases, it was determined that an artificial preservative was necessary to ensure the safety, quality, taste or value of the food.