Getting Nutrition on the Menu at QSRs: The McDonald’s Experience
Product Development

- CHEFS
- Food Scientists & Commercialization
- Nutritionists
- Regulatory
- Quality and Food Safety
- Marketing
- Market Research
- Supply Chain
- Restaurant Operations
- Communications
Supply Chain Considerations

- Cost
- Availability
- Sustainable sourcing
- Assured supply
Product Innovation & Development

The Project Outline

Develop Against Specific Expectations

• Product Positioning

• Consumer

• Price

• Existing Restaurant Equipment Make-ability

Nutrition Targets – Emerging in Importance

• Less than 300 calories

• 0 grams trans fat per labeled serving

• 32 grams of Whole Grain

• 5 grams Dietary Fiber
McDonald’s Values
McDonald’s Values

OWNER / OPERATORS

SUPPLIERS

EMPLOYEES
McDonald’s Size & Scope

14,000 restaurants

2,600 owner/operators

25 Million guests a day

750,000 employees
Commitment to Choice
Product Development Approach

- Taste, taste and taste
- Enhance perceived quality of all products
- Develop with focus on nutrition
Nutrition Development “Tool Kit” at McDonald’s: Eating from USDA’s MyPlate
Whole Grain
Amounts Served To U.S. Customers Annually

Bakery Style Buns - Premium Chicken Sandwiches
218 Million (16 gram) Servings Per Year

Whole Grain English Muffins - Egg McMuffin™ Sandwiches
400 Million (16 gram) Servings Per Year

Fruit & Maple Oatmeal™
218 Million (16 gram) Servings per year

TOTAL: 836 Million Servings Per Year
Product Innovation & Development

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• 5 grams Dietary Fiber
1. Continue to offer great-tasting food with beverage, offering choice balanced with “Health and Wellness”.
2. Listen to our critics – and respond responsibly.
3. With our focus and Menu team, we will meet in the middle of taste and nutrition.

“What we may not be sure what we’ll be selling fifty years from now, whatever it is, we will sell more of it than anyone else.”

- Ray Kroc
new PREMIUM McWRAP
Egg Whites & White Cheddar on any egg & cheese sandwich
THANK YOU!