



## MEDIA ALERT

### MACCA'S GIVES AUSSIE FAMILIES MORE CHOICE WITH NEW OPTIONS ON HAPPY MEAL MENU

**Sydney, Monday 27 August 2018:** McDonald's Australia has this month launched four new options for Happy Meals, which are now available at restaurants across the country. The new menu additions are part of McDonald's ongoing focus to offer more balanced Happy Meal choices that kids and parents will love, as outlined in the company's [global commitment to families](#) announced earlier this year.

The new options available in the Happy Meal include:

- Grilled Chicken Bites – made with 100% Aussie chicken breast fillet
- Wholemeal Snack Wrap – wholemeal tortilla made with 100% Aussie wheat and chicken breast fillet
- Petit Miam Strawberry Yoghurt – made with real fruit and no artificial colours, flavours or preservatives
- Grape Tomatoes – 100% Aussie grape tomatoes

Jenni Dill, Chief Marketing Officer, McDonald's Australia commented: *"We know many of the families that come to Macca's love being able to pick-up a Happy Meal with a cheeseburger and fries. But we also know that sometimes that doesn't fit the bill, so by adding these new products to our Happy Meal menu we're giving our customers more choice when they're deciding on the best option for them and their family."*

By 2022, McDonald's will deliver improvements to the Happy Meal menu across 120 markets to simplify ingredients, offer more balanced meals, continue to be transparent with Happy Meal nutrition information, reinforce responsible marketing to children, and leverage innovative marketing to help impact the purchase of foods and beverages that contain recommended food groups in Happy Meals.

For more information about the McDonald's Happy Meal range and new options visit:

<https://mcdonalds.com.au/menu/happy-meal>

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#### **About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>