

Media Release

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McDonald's Australia Boosts Choice with Multigrain Rolls

McDonald's Australia today announced the introduction of multigrain rolls to its menu to further increase choice for customers.

The new multigrain rolls will feature as part of the Deli Choices menu and are now available in all 753 McDonald's restaurants Australia-wide.

McDonald's SVP/Director of Supply Chain, Simone Hoyle, said that research had shown an increase in the popularity of multigrain bread and McDonald's had introduced multigrain rolls to provide further variety for customers.

"Grain breads are becoming increasingly popular with consumers. Our multigrain Deli Choices Rolls contain a mix of four Australian-grown whole grains and seeds – kibbled wheat, rye, corn and linseed – making them high in dietary fibre and protein. Whole grains are also an excellent source of carbohydrates and are good sources of B-vitamins, vitamin E and minerals," said Simone.

Customers selecting a multigrain Deli Choices Roll will double their fibre intake compared with the original Deli Choices Roll.

Three of the multigrain Deli Choices Rolls (Chicken Tandoori, Thai Chicken and Turkey and Cranberry) are Tick Approved Healthier Choices as they meet the Heart Foundation Tick's strict standards for serving size, saturated fat, salt and vegetable/fibre content.

"As with other Tick Approved Healthier Choices, to earn the Tick these menu items have undergone extensive laboratory testing to ensure they meet the Heart Foundation's strict standards," said Simone.

The move follows the recent introduction of nine Tick Approved Meals at the restaurant chain. McDonald's Australia is one of the first companies to accept the Heart Foundation challenge to provide Tick Approved Meals in its restaurants. The objective for McDonald's Australia is to help customers confidently make healthier choices in store.

Other major changes McDonald's Australia has made following advice from Accredited Practising Dietitians at The Food Group Australia include an improved recipe for its burger buns, reducing the sugar content from approximately 10 per cent to just five per cent, which means their buns are low in sugar. They have also introduced smaller portion sizes for muffins, a reduced-sugar Berrynice Yoghurt Crunch, nutrition labelling on packaging and a canola and sunflower cooking oil blend that is virtually free of trans fatty acids, high in monounsaturated fats and lower in saturated fat than other commercial frying oils.

"We are committed to find ways to stay relevant to our customers and will continue to provide choices and information to suit their needs," added Simone.

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