

**Council of Better Business Bureaus
Children's Food and Beverage Advertising Initiative
McDonald's USA Supplement to Pledge**

This supplements McDonald's USA's Food Pledge commitment. In addition to the Chicken McNuggets Happy Meal and the Hamburger Happy Meal referenced in McDonald's Food Pledge, McDonald's may advertise two additional meal combinations to children under the age of 12. The additional meal combinations meet the original nutritional criteria set forth in McDonald's Food Pledge.

In addition, McDonald's product preparation and formulations change from time to time and consequently an updated ingredient list and nutritional data for the Chicken McNuggets Happy Meal is below. The Chicken McNuggets Advertised Meal continues to meet the original nutritional criteria set forth in McDonald's Food Pledge.

Supporting Data For Healthy Dietary Choices

A. ADDITIONAL ADVERTISED MEALS

The additional meal combinations or Advertised Meals are as follows: 1) grilled Snack Wrap with a Fruit n' Yogurt Parfait with granola and a 16.9 fluid ounce bottle of water; and 2) Snack Wrap with a Fruit n' Yogurt Parfait with granola and a 16.9 fluid ounce bottle of water. The grilled Snack Wrap and the Snack Wrap are each offered with a choice of Tangy Honey Mustard sauce, Premium Ranch sauce or Chipotle BBQ sauce.

The Fruit n' Yogurt Parfait is made with low fat yogurt and is a good source of calcium and Vitamin C and includes more than ½ a cup or serving of fruit. The low fat granola in the Fruit n' Yogurt parfait is made with whole grain rolled oats. In addition, the grilled Snack Wrap and the Snack Wrap provide over 25% of the daily recommended amount of protein and are an excellent source of protein.

B. INGREDIENT LISTS

Grilled Snack Wrap®:

Grilled Chicken Breast Filet: Chicken breast filets with rib meat, water, seasoning (salt, sugar, food starch-modified, maltodextrin, spices, dextrose, autolyzed yeast extract, hydrolyzed [corn gluten, soy, wheat gluten] proteins, garlic powder, paprika, chicken fat, chicken broth, natural flavors (plant and animal source), caramel color, polysorbate 80, xanthan gum, onion powder, extractives of paprika), modified potato starch, and sodium phosphates. CONTAINS: SOY AND WHEAT. Prepared with Liquid Margarine: Liquid soybean oil, water, partially hydrogenated cottonseed and soybean oils, salt, hydrogenated cottonseed oil, soy lecithin, mono- and diglycerides, sodium benzoate and potassium sorbate (preservative), artificial flavor, citric acid, vitamin A palmitate, beta carotene (color). CONTAINS: SOY LECITHIN

Flour Tortilla: Enriched flour (bleached wheat flour, malted barley flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, vegetable shortening (may contain one or more of the following: hydrogenated soybean oil, soybean oil, partially hydrogenated soybean oil, hydrogenated cottonseed oil with mono- and diglycerides

added), contains 2% or less of the following: sugar, leavening (sodium aluminum sulfate, calcium sulfate, sodium phosphate, baking soda, corn starch, monocalcium phosphate), salt, wheat gluten, dough conditioners (sodium metabisulfite, distilled monoglycerides). CONTAINS: WHEAT.

Shredded Cheddar/Jack Cheese: Cheddar cheese [pasteurized milk, cheese culture, salt, enzymes, annatto (color)], Monterey jack cheese (pasteurized milk, cheese culture, salt, enzymes), potato starch, corn starch and powdered cellulose (prevent caking), natamycin (natural mold inhibitor). CONTAINS: MILK.

Shredded Lettuce

Snack Wrap®:

Chicken Selects® Premium Breast Strip: Chicken breast strips, water, seasoning [food starch-modified, salt, autolyzed yeast extract, maltodextrin, chicken broth, natural flavor (plant and animal source), spice, chicken fat], salt, sodium phosphates, sunflower lecithin, maltodextrin, natural flavor (plant source). Battered and breaded with: wheat flour, water, food starch-modified, salt, spices, leavening (baking soda, sodium aluminum phosphate, monocalcium phosphate), garlic powder, onion powder, dextrose, spice extractive, extractives of paprika. Prepared in vegetable oil ((may contain one of the following: Canola oil, corn oil, soybean oil, hydrogenated soybean oil with TBHQ and citric acid added to preserve freshness), dimethylpolysiloxane added as an antifoaming agent). CONTAINS: WHEAT

Flour Tortilla: Enriched flour (bleached wheat flour, malted barley flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, vegetable shortening (may contain one or more of the following: hydrogenated soybean oil, soybean oil, partially hydrogenated soybean oil, hydrogenated cottonseed oil with mono- and diglycerides added), contains 2% or less of the following: sugar, leavening (sodium aluminum sulfate, calcium sulfate, sodium phosphate, baking soda, corn starch, monocalcium phosphate), salt, wheat gluten, dough conditioners (sodium metabisulfite, distilled monoglycerides). CONTAINS: WHEAT.

Shredded Cheddar/Jack Cheese: Cheddar cheese [pasteurized milk, cheese culture, salt, enzymes, annatto (color)], Monterey jack cheese (pasteurized milk, cheese culture, salt, enzymes), potato starch, corn starch and powdered cellulose (prevent caking), natamycin (natural mold inhibitor). CONTAINS: MILK.

Shredded Lettuce

Tangy Honey Mustard Sauce:

Water, sugar, dijon mustard (distilled vinegar, mustard seed, salt, water, white wine, spices), corn syrup solids, honey, soybean oil, distilled vinegar, food starch-modified, egg yolks, contains 2% or less of the following: mustard seed, turmeric (color), spices, xanthan gum, salt, titanium dioxide, propylene glycol alginate, sodium benzoate (preservative), yellow 5, yellow 6. CONTAINS: EGG

Premium Ranch Sauce:

Water, soybean oil, corn syrup solids, buttermilk, distilled vinegar, egg yolks, salt, sugar, food starch-modified, garlic powder, onion powder, chives, modified tapioca starch, natural flavors (dairy, vegetable, botanical and animal sources), lactic acid, parsley,

xanthan gum, lemon juice concentrate, sodium benzoate (preservative), propylene glycol alginate. CONTAINS: MILK AND EGG

Chipotle BBQ Sauce:

High fructose corn syrup, water, tomato paste, honey, distilled vinegar, molasses, food starch- modified, natural (plant source) and artificial flavors, salt, chipotle peppers*, natural smoke flavor (plant source), chili peppers*, soybean oil, sodium benzoate and potassium sorbate (preservatives), onion*, garlic*, caramel color, propylene glycol alginate, spice. *Dehydrated.

Fruit n'Yogurt Parfait:

Low Fat Yogurt: Cultured pasteurized Grade A reduced fat milk, sugar, food starch-modified, fructose, whey protein concentrate, corn starch, kosher gelatin, natural (plant source) and artificial flavor, potassium sorbate (added to maintain freshness), artificial color. CONTAINS: MILK.

Low Fat Granola: Whole grain rolled oats, brown sugar, crisp rice (rice flour, rice bran, salt, and malt), dried high maltose corn syrup, honey, sunflower oil, salt, baking soda, sodium aluminum phosphate, apple puree concentrate, soy lecithin, cinnamon, crushed oranges, natural flavor (vegetable source). CONTAINS: SOY LECITHIN.

Strawberries: Strawberries and konjac flour.

Blueberries

Water:

Purified water, magnesium sulfate, potassium chloride, salt (adds a negligible amount of sodium). Minerals added for taste. Purified by reverse osmosis.

C. THE ADDITIONAL ADVERTISED MEALS MEET THE NUTRITIONAL CRITERIA AND THE PRINCIPLES.

Advertised Meals must provide no more than 600 calories, no more than 35% of calories from fat, 10% of calories from saturated fat and 35% total sugar by weight.

The following chart sets forth the nutritional values of the Grilled Snack Wrap with Tangy Honey Mustard sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
GRILLED HONEY MUSTARD SNACK WRAP	124g	260	9g/80	3.5g/30	4g	800mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85mg
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	773g	420	11g/100	4.5g/40	25g	885mg

The Grilled Snack Wrap with Tangy Honey Mustard sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 24 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 420.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

The following chart sets forth the nutritional values of the Grilled Snack Wrap with Premium Ranch sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
GRILLED RANCH SNACK WRAP	122g	270	10g/90	4g/35	2g	830mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85mg
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	771g	430	12g/110	5g/45	23g	915mg

The Grilled Snack Wrap with Premium Ranch sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 26 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 430.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

The following chart sets forth the nutritional values of the Grilled Snack Wrap with Chipotle BBQ sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
GRILLED CHIPOTLE BBQ SNACK WRAP	125g	260	8g/70	3.5g/30	5g	820mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85mg
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	774g	420	10g/90	4.5g/40	26g	905mg

The Grilled Snack Wrap with Chipotle BBQ sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 21 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 420.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

The following chart sets forth the nutritional values of the Snack Wrap with Tangy Honey Mustard sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
HONEY MUSTARD SNACK WRAP	118g	330	16g/140	4.5g/40	4g	780mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85mg
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	767g	490	18g/160	5.5g/50	25g	865mg

The Snack Wrap with Tangy Honey Mustard sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 33 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 490.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

The following chart sets forth the nutritional values of the Snack Wrap with Premium Ranch sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
RANCH SNACK WRAP	117g	340	17g/150	4.5g/40	2g	810mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85g
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	766g	500	19g/170	5.5g/50	23g	895mg

The Snack Wrap with Premium Ranch sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 34 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 500.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

The following chart sets forth the nutritional values of the Snack Wrap with Chipotle BBQ sauce Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
CHIPOTLE BBQ SNACK WRAP	120g	330	15g/140	4.5g/40	4g	810mg
FRUIT AND YOGURT PARFAIT W/ GRANOLA	149g	160	2g/20	1g/10	21g	85mg
WATER	500g	0	0g/0	0g/0	0g	0mg
TOTAL	769g	490	17g/160	5.5g/50	25g	895mg

The Snack Wrap with Chipotle BBQ sauce Advertised Meal meets the requirements of the nutritional principles outlined in McDonald’s pledge. Specifically:

- Approximately 33 percent of the total calories are derived from fat;
- Approximately 10 percent of total calories are derived from saturated fat;
- Approximately 3 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 490.

Accordingly, the Advertised Meal meets the “35-10-35” criteria, and is well under 600 calories.

D. Chicken McNuggets Advertised Meal

The following is the updated ingredient list for Chicken McNuggets.

Chicken McNuggets®:

White boneless chicken, water, food starch-modified, salt, chicken flavor (autolyzed yeast extract, salt, wheat starch, natural flavoring (botanical source), safflower oil, dextrose, citric acid, rosemary), sodium phosphates, seasoning (canola oil, mono- and diglycerides, extractives of rosemary). Battered and breaded with: water, enriched flour (bleached wheat flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), yellow corn flour, food starch-modified, salt, leavening (baking soda, sodium acid pyrophosphate, sodium aluminum phosphate, monocalcium phosphate, calcium lactate), spices, wheat starch, whey, corn starch. Prepared in vegetable oil ((may contain one of the following: Canola oil, corn oil, soybean oil, hydrogenated soybean oil with TBHQ and citric acid added to preserve freshness), dimethylpolysiloxane added as an antifoaming agent). CONTAINS: WHEAT AND MILK

The following chart sets forth the updated nutritional values of the Chicken McNuggets Advertised Meal:

FOOD ITEM	WEIGHT	CALORIES	FAT/FAT CALORIES	SAT FAT/ SAT FAT CALORIES	SUGARS	SODIUM
4-piece CHICKEN MCNUGGETS®	64g	190	12g/110	2g/20	0g	400mg
APPLE DIPPERS	68g	35	0g/0	0g/0	6g	0mg
LOW FAT CARAMEL DIP	21g	70	.5g/5	0g/0	9g	35mg
1% LOW FAT MILK	249g	100	2.5g/20	1.5g/14	12g	125mg
TOTAL	402g	395	15g/135	3.5g/34	27g	560mg

The McNuggets Advertised Meal meets the requirements of the nutritional principles outlined in McDonald's pledge. Specifically:

- Approximately 34 percent of the total calories are derived from fat;
- Approximately 9 percent of total calories are derived from saturated fat;
- Approximately 7 percent of the total weight of the product is made up of sugars;
- The total calories provided by the meal are 395.

Accordingly, the Advertised Meal meets the "35-10-35" criteria and is well under 600 calories.