



# The EU Pledge

## McDonald's Commitment

At McDonald's we take the well-being of our customers, especially children, very seriously. We aim to offer families great tasting, quality food that can form part of a balanced diet with a fun, shared experience that they can all enjoy.

We listen closely to our customers across Europe and for many years we have made numerous changes based on their diverse and evolving tastes and dietary needs. We believe that through increased choice and variety, consumer-friendly nutrition information, advertising responsibly, and promoting physical activity we can be part of the solution to fight against obesity, in particular amongst children.

More information on McDonald's holistic approach to nutrition and well-being is available here: <https://corporate.mcdonalds.com/corpmcd/scale-for-good/using-our-scale-for-good.html>

As part of this journey of continuous evolution, based on the tastes and needs of our customers across Europe we have supported the EU Pledge initiative since November 2011, making commitments on advertising to children to support parents in making the right diet and lifestyle choices for their children. This support builds on many years of McDonald's responsible advertising practices throughout Europe.

### ***McDonald's EU Pledge Commitment:***

1. The food and beverage menu items advertised by McDonald's to children under the age of 12, on TV, print and internet will fulfill the common EU Pledge nutrition criteria, which are based on accepted scientific evidence (see definitions below).
2. McDonald's will not engage in any communications related to food and beverage menu items in primary schools, except where specifically requested by or agreed with the school administration for educational purposes. Where such communications do take place, all menu items will meet our above mentioned nutritional criteria.
3. All of our Happy Meal<sup>1</sup> advertising that features food will include fruit or vegetables and drinks with only naturally occurring or no added sugar. Carbonated soft drinks made with artificial sweeteners will also be excluded from Happy Meal advertising.
4. We will not place any food or beverage advertising in media aimed at pre-schoolchildren. Where external constraints prevent such demarcation, we will take reasonable efforts to review schedules and listings and avoid programmes created for pre-schoolers.
5. We will not pay for nor actively seek any product placements of our food or drinks in the programme/editorial (non-advertising) content of any third party medium aimed at children for the purpose of promoting the sale of those products.
6. We will always have nutritional information available regarding all of our permanent menu food options to help parents and families make informed food choices.

We will use our licensed and our brand characters (Ronald McDonald, Happy) to encourage balanced food choices, and responsible messages about well-being, education or fun.

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<sup>1</sup> Happy Meal is a children's offer consisting of a main dish, side dish or dishes and a drink

## **Definitions:**

### ***When is advertising considered to be aimed at children?***

For the purposes of this initiative and in compliance with the EU Pledge, “advertising to children under the age of 12” means advertising to media audiences with a minimum of 35% of children under 12 years.

### ***What are the common EU Pledge nutrition criteria?***

The common EU Pledge Nutrition Criteria are available at the following [link](#).

### **McDonald’s EU Pledge Commitment - Geographical Scope**

McDonald’s EU Pledge Commitment applies to all of its restaurants in the 28 Member States of the European Union. It will also apply to its restaurants in other territories in geographical Europe. Those territories are Andorra, Azerbaijan, Belarus, Bosnia & Herzegovina, Georgia, Jersey, Liechtenstein, Macedonia, Moldova, Monaco, Montenegro, Norway, Russia, San Marino, Serbia, Switzerland and Ukraine.

### **Transparency**

The McDonald’s EU Pledge Commitment will be monitored according to the third-party monitoring system used by the EU Pledge. For more information, please see: <http://www.eu-pledge.eu/content/annual-reports>

### **Contact Information**

For all enquiries relating to McDonald’s Commitment, please contact:

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