



**McDonald's Restaurants of Canada Limited  
Canadian Children's Food and Beverage Advertising Initiative  
Commitment**

**Entity Covered by Initiative:** McDonald's Restaurants of Canada Limited ("McDonald's")  
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Toronto, ON  
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**Name of Person(s) Responsible for Overall Implementation of the Initiative:**  
**Michelle McIlmoyle** – Sr. Manager, National Marketing

**Brand/Product Line Covered by Initiative:** McDonald's Food and Beverages

McDonald's is committed to supporting our guests in leading a balanced, healthy lifestyle by offering a range of menu options to meet their nutrition needs and preferences, and providing nutrition information for guests to make informed choices. To that end, we continually evolve our menu to offer a variety of options including hamburgers made with 100% beef, chicken, apple slices, and salads, as well as water, 100% apple juice and orange juice (from concentrate), and 1% milk.

We also provide detailed nutrition information for all menu items in-restaurant through our Nutrition Facts brochure, online through our Nutrition Calculator on [mcdonalds.ca](http://mcdonalds.ca) and on our mobile app. From time to time, our Happy Meal packaging also includes fun nutrition or children's well-being messages.

McDonald's has a long-standing commitment to responsible marketing communications to our guests, especially children, and continues to play a leadership role in the development of industry standards that govern advertising directed to children and adults. McDonald's is founding signatory of and remains an active participant in the Canadian Children's Food and Beverage Advertising Initiative ("CCFBAI"), Ad Standards' self-regulatory program.

McDonald's is pleased to present our commitment to this initiative. Because McDonald's updates its business practices as appropriate, from time to time, we may amend our Commitment, in consultation with Ad Standards, upon 30 days written notice to Ad Standards.

## McDonald's Commitment:

### Advertising Messaging.

100% of McDonald's National Advertising<sup>1</sup> primarily directed to children under 12 years old<sup>2</sup> will further the goal of healthy dietary choices by advertising products that represent healthy dietary choices (better-for-you products). McDonald's will achieve this objective by only featuring in National Advertising<sup>3</sup> primarily directed to children under 12 years old meals that meet the following nutrition criteria: any advertised meal must provide no more than 510 calories; and no more than 10% of calories from saturated fat, and no more than 20g total sugar ("Advertised Meals"). The Advertised Meal will be one of the following: the 4-piece Chicken McNuggets<sup>®</sup> Happy Meal<sup>®</sup> with a strawberry yogurt tube, 1% low-fat white milk, and apple slices, the Hamburger Happy Meal<sup>®</sup> with a strawberry yogurt tube, 1% low-fat white milk, and apple slices or the Grilled Chicken *Snack Wrap*<sup>®</sup> Happy Meal<sup>®</sup> with a strawberry yogurt tube, 1% low-fat white milk, and apple slices. Advertised Meals and nutrition information for these meals are set out in Appendix A.

In addition, McDonald's will distribute advertising that prominently includes "healthy lifestyle messaging" designed to appeal to children. Appendix B sets forth examples of such advertising.

By type of media, McDonald's support of the CCFBAI will be as follows:

- Television. All McDonald's National Advertising on television primarily directed to children under 12 years old will feature Advertised Meals or components of those meals and/or will promote "healthy lifestyle messages".
- Radio. McDonald's generally does not utilize radio in its National Advertising primarily directed to children under 12 years old, but if so will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- Print. McDonald's generally does not utilize print media in its National Advertising primarily directed to children under 12 years old, but if so will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".

<sup>1</sup> "National Advertising" shall include any commercial message paid for and approved by McDonald's Canada and its affiliates, in television, radio, print, internet, video and computer games, DVDs, cell phones, PDAs or word of mouth advertising that is disseminated to all or a substantial portion of Canada. National advertising does not include point of sale materials (i.e., menus, tray liners, kiosks, signs, food wraps, boxes, bags, packages).

<sup>2</sup> Advertising primarily directed to children under 12 years old means: 1) media purchased according to Nielsen standard demographics for audiences under 12. Advertising to children under 12 years old for Internet is based on comScore estimates for measured websites, or by site registration data; or 2) media purchased for any program or website where the audience generally consists of 35% or more of children under the age of 12 years.

<sup>3</sup> Measured in gross rating points at the time the advertising is purchased, for successive one-year calendar periods beginning January 1, 2016.

- Third-Party Internet (incl. pre-roll). All food in McDonald's National Advertising on third party internet sites primarily directed to children under 12 years old will be the Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- Out-of-Home Advertising. McDonald's generally does not utilize OOH media in its National Advertising primarily directed to children under 12 years old, but if so will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- McDonald's – Owned Websites. All food on pages of McDonald's-owned websites that are primarily directed to children under 12 years old will be the Advertised Meals or components of those meals. In addition, McDonald's will distribute materials on its websites that include "healthy lifestyle messages".
- Video and Computer Games. All videos and computer games (both McDonald's-owned and third party) that are primarily directed to children under 12 years old will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- DVDs. McDonald's generally does not utilize DVDs in its National Advertising primarily directed to children under 12 years old, but if so will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- Cell Phones and PDAs. McDonald's generally does not utilize cell phones and PDAs in its National Advertising primarily directed to children under 12 years old, but if so will feature Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".
- Word of Mouth Advertising. All word of mouth National Advertising that is primarily directed to children under 12 years old will include the Advertised Meals or components of those meals and/or promote "healthy lifestyle messages".

IMPLEMENTATION SCHEDULE: McDonald's Commitment with respect to Television, Radio, Print, Third-Party Internet and McDonald's – Owned Websites was effective starting January 1, 2008. McDonald's Commitment with respect to Video and Computer Games, DVDs, Cell Phones, PDAs and Word of Mouth Advertising was effective starting January 1, 2010. McDonald's Commitment with respect to Out-of-Home Advertising was effective starting January 1, 2011.

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**Use of Licensed Characters.** McDonald's will limit its use of third-party licensed characters in paid advertising primarily directed to children under 12 to the promotion of "healthy dietary choices (better-for-you products)." <sup>4</sup> McDonald's will limit its use of third-party licensed characters on McDonald's-Owned Websites primarily directed to children under 12 to the promotion of "healthy dietary choices (better-for-you products)" or "healthy lifestyle messages." McDonald's intends to accomplish this objective by utilizing licensed characters primarily in conjunction with Advertised Meals or components of those meals.

IMPLEMENTATION SCHEDULE: McDonald's Commitment is effective starting January 1, 2008.

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**Product Placement.** McDonald's will not pay for or actively seek to place its food or beverage products in the program/editorial content of any medium primarily directed to children under 12 years old for the purpose of promoting the sale of those products.

IMPLEMENTATION SCHEDULE: McDonald's Commitment is effective starting January 1, 2008.

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**Use of Products in Interactive Games.** In any interactive game primarily directed to children under 12 years old (in whatever format: online, disk or cartridge) where McDonald's food or beverage products are incorporated into the game, the interactive game will incorporate or be accompanied by products representing "healthy dietary choices (better-for-you products)" or "healthy lifestyle messaging" as defined by the CCFBAI.

IMPLEMENTATION SCHEDULE: McDonald's Commitment is effective starting January 1, 2008.

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**Advertising in Schools.** McDonald's will not advertise food or beverage products in elementary schools.

IMPLEMENTATION SCHEDULE: McDonald's Commitment is effective starting January 1, 2008.

<sup>4</sup> As stated in the CCFBAI, this does not apply to the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12. This limitation does not apply to the use of company-created/owned characters.

**Appendix A**  
**Supporting Data for Healthy Dietary Choices (Better-For-You Products)**

**A. THE ADVERTISED MEALS**

- 4-piece Chicken McNuggets Happy Meal, including a strawberry yogurt tube, apple slices, and a bottle of 1% low-fat white milk.
- Hamburger Happy Meal, including a strawberry yogurt tube, apple slices, and a bottle of 1% low-fat white milk.
- Grilled Chicken *Snack Wrap* Happy Meal, including a strawberry yogurt tube, apple slices, and a bottle of 1% low-fat white milk.

**B. INGREDIENT LISTS**

**White Meat Chicken McNuggets®:**

Boneless skinless chicken breast meat, water, vegetable oil (canola, corn, soybean and hydrogenated soybean oil), wheat flour, yellow corn flour, modified cornstarch, rice starch, salt, baking powder, seasoning [wheat starch, yeast extract, salt, natural flavour (vegetable source)], spices, canola oil, sodium aluminum phosphate, dextrose, wheat starch, corn starch. CONTAINS: WHEAT

**Apple Slices:** Apples, calcium ascorbate (added to maintain colour).

**1% Low-Fat White Milk:** Partly skimmed milk, vitamin A palmitate, vitamin D3. CONTAINS: MILK

**Strawberry Yogurt Tube:**

Skim milk, modified milk ingredients, sugar, water, cream, corn starch, modified corn starch, natural flavours (plant source), agar, natural colours (plant source), calcium citrate, citric acid, potassium sorbate, active bacterial cultures, vitamin D3, sodium citrate, made with vitamin D fortified skim milk. CONTAINS: MILK

**Hamburger:** Beef Patty: 100% pure beef. Prepared at the grill with seasoning (salt, black pepper).

**Regular Bun:**

Enriched wheat flour (flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid, ascorbic acid), water, sugar, yeast, soybean oil, salt, potato flour, wheat gluten, distilled monoglycerides, vinegar, enzymes, ascorbic acid. CONTAINS WHEAT, SOY. MAY CONTAIN SESAME SEEDS

**Ketchup:** Tomato paste (made from fresh ripe tomatoes), liquid sugar, white vinegar, salt, onion powder, spices.

**Mustard:** Water, white vinegar, mustard seed, salt, turmeric, mustard bran, spices (paprika, clove).

**Pickle Slices:** Cucumbers, water, white vinegar, salt, calcium chloride, aluminum sulfate, spices, polysorbate 80, turmeric and sodium benzoate. MAY CONTAIN POTASSIUM SORBATE

**Onions:** Chopped onions.

**Grilled Chicken Snack Wrap®:**

**Lettuce:** Shredded Iceberg lettuce.

**Shredded Monterey Jack & Light Cheddar Cheese Blend:** Pasteurized milk, modified milk ingredients, bacterial culture, salt, calcium chloride, microbial enzyme, colour (annatto), cellulose, natamycin. CONTAINS: MILK

**Grilled Chicken Portion:**

Boneless chicken breast meat, water, lemon juice concentrate, rice starch, salt, natural flavours (chicken, honey and plant source), vinegar, onion powder, chicken broth powder, garlic powder, rice hull concentrate, spices, sunflower oil, vegetable oil, mushroom juice concentrate, spice extractives, onion juice concentrate, garlic juice concentrate, herbs, tumeric extractives (for colour), cooked on a grill, lightly seasoned, with clarified butter (unsalted butter). CONTAINS: MILK

**Premium Ranch Sauce:** Water, soybean oil, corn syrup solids, buttermilk powder, vinegar, liquid egg yolk, natural flavour (plant and dairy source), modified corn starch, sugar, garlic powder, onion powder, chives, salt, parsley, lactic acid, potassium chloride, sodium gluconate, xanthan gum, potassium sorbate, sodium benzoate, maltodextrin, buttermilk, citric acid, butter, gum Arabic, propylene glycol alginate, concentrated lemon juice, calcium disodium EDTA. CONTAINS: EGG, MILK

**Tortilla:**

Enriched bleached wheat flour, water, vegetable shortening (interesterified soybean oil, fully hydrogenated soybean oil), CONTAINS 2% OR LESS OF THE FOLLOWING: sugar, potassium chloride, trehalose, salt, autolyzed yeast extract, baking powder, vital wheat gluten, soy monoglycerides, dough conditioner (sodium metabisulfite, corn starch, microcrystalline cellulose, dicalcium phosphate). CONTAINS: WHEAT

**C. PRINCIPLES GOVERNING McDONALD’S PRODUCTS ADVERTISED TO CHILDREN UNDER 12 YEARS OF AGE**

As part of its Commitment under the Canadian Children’s Food and Beverage Advertising Initiative, McDonald’s pledges that it will limit its National Advertising to children under 12 of McDonald's food to responsibly portioned meals limiting calories, saturated fat, sodium, and total sugars. That is, each of the Advertised Meals will meet the nutrition requirements identified in the MEALS ON THE GO category.

MEALS ON THE GO						
Meals On The Go	Meal	Calories ≤ 510	Sat Fat (g) ≤ 10% of calories Meets Health Canada’s voluntary trans fat limits	Sodium (mg) ≤ 660	Total Sugars (g) ≤ 20 <sup>4</sup> OR ≤ 15 <sup>5</sup>	≥ 1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥ 1 serving of Meat and Alternatives or Milk and Alternatives

<sup>4</sup> Sugars from a beverage present in a meal are not counted if the beverage is a Dairy category beverage and contains ≤ 25 g total sugars per 250 mL (consistent with the Dairy category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Dairy or Vegetables and Fruit category criteria and if the yogurt product is ≥ 175 g and ≤ 24 g total sugars (consistent with the Dairy category) or if the fruit product is ≥ ½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category)

<sup>5</sup> If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g

**D. EACH ADVERTISED MEAL MEETS NUTRITION CRITERIA AND THE PRINCIPLES.**

Advertised Meals must provide no more than 510 calories, no more than 10% of calories from saturated fat, no more than 660mg sodium and no more than 20g total sugar.

The following chart sets forth the nutrition values of the **Chicken McNuggets** Advertised Meal:

FOOD ITEM	CALORIES	SAT FAT/ SAT FAT CALORIES	SODIUM (mg)	SUGAR (g)
4-piece CHICKEN MCNUGGETS®	170	1.5g 14 cal	300g	0g
APPLE SLICES	41	0g 0 cal	5g	8g
1% Low-Fat WHITE MILK	110	1.5g 13.5 cal	120g	12g
STRAWBERRY YOGURT TUBE	25	0g 0 cal	15g	3g
<b>TOTAL</b>	<b>346</b>	<b>7.8g</b>	<b>440g</b>	<b>12g</b>

**NOTE:** Sugars from a beverage present in a meal are not counted if the beverage is a Dairy category beverage and contains ≤ 25 g total sugars per 250 mL (consistent with the Dairy category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Dairy or Vegetables and Fruit category criteria and if the yogurt product is ≥ 175 g and ≤ 24 g total sugars (consistent with the Dairy category) or if the fruit product is ≥ ½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category)

<sup>5</sup> If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g

The Chicken McNuggets Advertised Meal meets the requirements of the nutrition principles outlined in McDonald’s Commitment. Specifically:

- Approximately 346 calories per meal;
- Approximately 7.8 percent of total calories are derived from saturated fat;
- Approximately 440mg sodium per meal.
- Approximately 12 g total sugar in the meal with exemptions

The following chart sets forth the nutrition values of the **Hamburger** Advertised Meal:

FOOD ITEM	CALORIES	SAT FAT/ SAT FAT CALORIES	SODIUM (mg)	SUGAR (g)
HAMBURGER	240	3g 27 cal	510g	7g
APPLE SLICES	41	0g	5g	8g
1% Low-Fat WHITE MILK	110	1.5g 13.5 cal	120g	12g
STRAWBERRY YOGURT TUBE	25	0g	15g	3g
TOTAL	415	4.5g 9.7 cal	650g	11g

**NOTE:** Sugars from a beverage present in a meal are not counted if the beverage is a Dairy category beverage and contains  $\leq 25$  g total sugars per 250 mL (consistent with the Dairy category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Dairy or Vegetables and Fruit category criteria and if the yogurt product is  $\geq 175$  g and  $\leq 24$  g total sugars (consistent with the Dairy category) or if the fruit product is  $\geq \frac{1}{2}$  serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category). If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g.

The Hamburger Advertised Meal meets the requirements of the nutrition principles outlined in McDonald's Commitment. Specifically:

- Approximately 416 calories are provided by the meal.
- Approximately 9.75 percent of the total calories are derived from saturated fat.
- Approximately 650mg of sodium per meal.
- Approximately 11g of total sugars are present in the meal with exemptions.



The following chart sets forth the nutrition values of the **Grilled Chicken *Snack Wrap*** Advertised Meal:

FOOD ITEM	CALORIES	SAT FAT/SAT FAT CALORIES	SODIUM (mg)	SUGAR (g)
Grilled Chicken <i>SNACK WRAP</i> <sup>®</sup>	240	3g 27 Cal	490g	2g
APPLE SLICES	41	0g	5g	8g
1% Low-Fat WHITE MILK	110	1.5g 13.5 cal	120g	12g
STRAWBERRY YOGURT TUBE	25	0g	15g	3g
TOTAL	416	4.5g 9.7g	630g	5g

**NOTE:** Sugars from a beverage present in a meal are not counted if the beverage is a Dairy category beverage and contains  $\leq 25$  g total sugars per 250 mL (consistent with the Dairy category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Dairy or Vegetables and Fruit category criteria and if the yogurt product is  $\geq 175$  g and  $\leq 24$  g total sugars (consistent with the Dairy category) or if the fruit product is  $\geq \frac{1}{2}$  serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category). If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g

The Grilled Chicken *Snack Wrap* Advertised Meal meets the requirements of the nutrition principles outlined in McDonald's Commitment. Specifically:

- Approximately 415 calories are provided by the meal.
- Approximately 9.7 percent of the total calories are derived from saturated fat.
- Approximately 630mg of sodium per meal.
- Approximately 5g of total sugars are present in the meal with exemptions.

## **Appendix B**

### **Examples of Healthy Lifestyle Messaging**

The following are previous examples of McDonald's advertising that prominently includes "healthy lifestyle messaging" designed to appeal to children.

At least 4 times a year, there will be a full panel on our Happy Meal boxes dedicated to a fun nutrition or children's well-being message.