

**Media release  
22 June 2009**



### **McDonald's invites mums to road test new Happy Meal choice**

Kiwi parents looking for a nutritious and appetising option for kids meals now have greater choice at McDonald's with the introduction of the seared Chicken Snack Wrap Happy Meal.

Yesterday McDonald's flagship restaurant in Greenlane hosted a coffee group of local mums and children, who sampled the product, then assembled it themselves in the restaurant kitchen.

Kiwi mum and Shortland Street director Angela Bloomfield co-hosted the event and congratulated McDonald's on its latest move.

"It's good to see McDonald's offering a delicious, healthier option for children without sacrificing the magic that goes along with the Happy Meal.

"As a mum, it's been fantastic to go behind the scenes and see exactly what goes into the product and to know that it's freshly prepared with quality ingredients," says Angela.

On its own the seared Chicken Snack Wrap contains less than eight grams of fat per serve. The wrap can also be ordered with apple slices and water, for a high protein, low fat Happy Meal the youngest members of the family will enjoy. The meal contains less than a third of the recommended dietary intake\* of energy, total fat, saturated fat, sugars and sodium for children aged four to seven years, and also meets 'everyday' criteria in the Ministry of Health's Food and Beverage Classification system.

The seared Chicken Snack Wrap will replace McDonald's Pasta Zoo, and Director of Marketing Justin Watson says it is another step in the company's journey to provide healthier options that suit the palates of its smallest customers.

“We continue to look for new ways to enhance the nutrition value of our menu items and offer more choices for our customers. The great taste of the seared chicken wrap will appeal to children, while the nutrition content will be a hit with parents

“As it stands now, around 50 per cent of Happy Meals sold include a healthier option such as water or apple slices. We’re confident the seared Chicken Snack Wrap will be popular for the whole family and a welcome addition to our Happy Meal menu,” says Watson.

The new seared Chicken Snack Wrap Happy Meal is available as a permanent menu option at all 143 McDonald’s restaurants nationwide.

## **Ends**

\*Based on Recommended Dietary Intakes for a child 4 to 7 years, as provided by the New Zealand Ministry of Health.

### **About McDonald’s New Zealand**

New Zealand’s first McDonald’s restaurant opened in Porirua in 1976. Today there are 143 McDonald’s restaurants across New Zealand, 80 per cent of which are franchised and run by local business men and women. The organisation employs 8000 people in restaurants nationwide. In 2008, McDonald’s spent \$120 million with New Zealand suppliers, buying produce and products for its restaurants. For more information visit [www.mcdonalds.co.nz](http://www.mcdonalds.co.nz)