

# the facts

about McDonald's  
Restaurants of Ireland



i'm lovin' it™



## Introduction

McDonald's first restaurant in Ireland was opened in 1977 on Dublin's Grafton Street by Irishman, Michael Mehigan, and a second followed shortly on O'Connell Street. Since then, it has expanded its network of restaurants to 74 and now directly employs over 3,500 people.

Much of what has been written around the world has resulted in false perceptions about the company and what we do. Misinformation has been perceived as fact and has been laid at the door of McDonald's in Ireland ("McDonald's Ireland"). The purpose of this booklet is to tell the true facts about McDonald's Ireland - its food, its operations and where the company stands on key issues.

We would ask you to read this booklet with an open mind. McDonald's is and always has been about choice. We are committed to serving our customers high quality food, using the best quality ingredients, working with trusted suppliers and ensuring consistent preparation standards. We take our responsibility seriously to offer good, safe, affordable food that can be part of a balanced diet and active lifestyle. That's the great thing about choice and responsibility – it's all about informing and empowering people and letting them decide what steps to take.

We are committed to playing our role as a responsible company in the community. We believe that the promotion of a balanced, active lifestyle requires action by individuals, the public sector, companies, and other community partners in the areas of diet, nutritional information and physical activity. McDonald's Ireland supports customers, particularly children and parents, in their efforts to achieve balanced, active lifestyles.

We welcome feedback from not only our customers but from all stakeholders who have an interest in McDonald's, our food and our actions.

We'd love to hear from you and if you would like to contact us, please do.

Marcus Hewson  
Managing Director  
McDonald's Restaurants of Ireland

## Advertising

As a family restaurant, McDonald's believes that being a responsible advertiser is a top priority. Being responsible means that communications between McDonald's and its customers – particularly children – must always conform to the advertising legal standards and practices in each respective country and to our own internal code. As members of the Association of Advertisers in Ireland, not only does McDonald's conform to all industry regulations but exceeds them with its own regularly updated internal code of practice. This code is self-governing and guides McDonald's Ireland as to what, when and how its advertising should be conducted. Our own internal code of practice is applicable to McDonald's employees, licensees and sub-contractors. The policies in the code are binding in letter as well as spirit.

McDonald's is also fully compliant with the Broadcasting Commission of Ireland's (BCI) Children's Advertising Code and indeed many aspects of our own internal code of practice mirror, or go beyond, the BCI Code. In January 2005, McDonald's Ireland became the first food provider to introduce a strap-line in its television advertisements stating that its food should be eaten in moderation as part of a balanced diet.

## Animal Welfare

McDonald's has a responsible approach to proactive quality systems, controls and traceability in the food chain, in partnership with its suppliers. The MAAP (McDonald's Agricultural Assurance Programme) has been developed to ensure that the raw ingredients for McDonald's are safe and produced under ethical conditions.

## Antibiotics as Growth Promoters

Since 2001, all McDonald's poultry products come from animals fed without antibiotics as growth promoters. McDonald's prohibits any of its suppliers using antibiotics for any purpose other than disease treatment and prevention. The MAAP (McDonald's Agricultural Assurance Programme) standards for beef and poultry prohibit antibiotic growth promoters.

## Barista Coffee Maker of the Year

McCafé Grafton St employee, Anna Englund, won this coveted title in February 2005 and represented Ireland at the World Coffee Making Championships in Seattle.

## Beef

At McDonald's we serve nothing but 100% PREMIUM Irish beef in all our patties. Only whole cuts of high quality boneless meat - mainly forequarter and flank - are used with absolutely no fillers, binders or additives added. The meat is simply minced, flash frozen to seal nutrients and then just prior to being served to our customers is seasoned with salt. The fact that it's cooked with two-sided hotplates means there's no need for extra fat.

Our 100% pure beef hamburgers are prepared and packaged at EFSIS (European Food Safety Inspection Service) approved meat suppliers and thorough quality checks are carried out on every batch. McDonald's has full traceability of all its beef from farm to restaurant.

McDonald's is the largest purchaser of Irish beef in the EU, purchasing over €54 million worth of Irish beef for McDonald's restaurants in the UK and Europe.

## Best Companies to Work for in Ireland

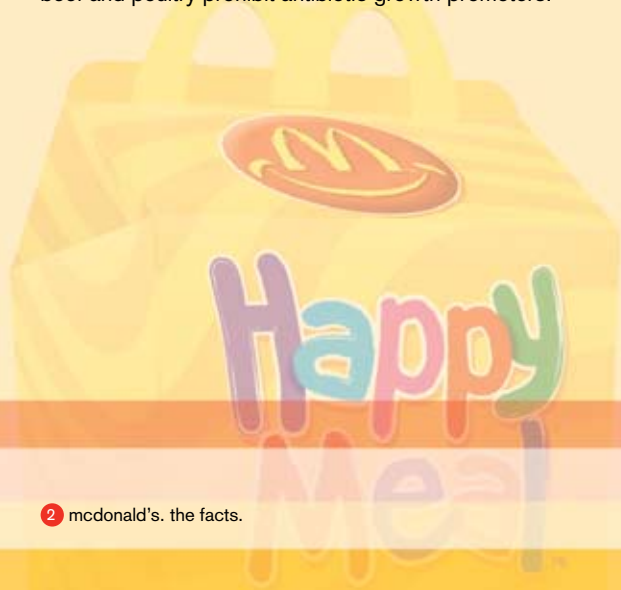
McDonald's Restaurants of Ireland was included in the 2005 '50 Best Companies to Work for in Ireland' list.

## Big Mac™

The first and still the favourite menu item worldwide. In 2004, independent nutritional analysis in Ireland showed the Big Mac to have the lowest calorie count (480 calories) amongst comparative lunch menu options from other food retailers with the club sandwich coming out highest with nearly double the calorie count (805 calories); the tuna sandwich had 739 calories followed closely by the crusty bacon baguette with 731 calories. (Analysis undertaken in 2004 by an independent nutrition consultant).

## Buns

Our buns contain high quality ingredients such as flour, vegetable shortening and yeast.



## Chicken

All of McDonald's chicken products are prepared and packaged at EU approved meat suppliers, all of which meet our strict animal welfare standards. Our McChicken sandwiches, chicken in our salads and Chicken McNuggets served at McDonald's are made with 100% chicken breast meat, lightly marinated in chicken stock. In a McChicken Sandwich you'll find boned breast meat, lightly battered while our Reduced Salt Chicken McNuggets are made with 100% breast meat in a seasoned batter.

## Child Labour

McDonald's will not use suppliers who employ under age staff or pay sub-standard wages for that market. The company has a strict code of conduct that all suppliers must adhere to. External auditors conduct monitoring, using a verification process that includes on-site inspection, record verification and employee interviews.

## Coffee

McDonald's Ireland partners with Kenco as its coffee supplier and aims to carry coffee beans harvested from sustainable sources. In 2005, a whole new range of speciality coffees was introduced so customers can now enjoy a latte, cappuccino or americano at any outlet nationwide.

## Community

McDonald's supports community programmes which operate at grassroots level, usually focused on family and local environment related issues. These include sponsorships of local teams, fundraising for children's charities and educational and environmental initiatives. The following are some examples:

We founded Ronald McDonald Children's Charity in Ireland in 1997 with the aim of supporting projects that would directly benefit children in the areas of healthcare, education and social welfare. The first Ronald McDonald House in Ireland opened at Our Lady's Hospital for Sick Children in Crumlin in December 2004. Paid for by McDonald's customers and supporters and operated by the charity, it provides accommodation to parents and relatives of sick children. (see Ronald McDonald Children's Charity of Ireland.)

As part of our community and environmental policy, McDonald's was the first restaurant in Ireland to introduce and operate "Litter Patrols" in all restaurants around the country. (see Litter Patrols)

At local level, restaurants take part in litter clear ups in conjunction with local authorities, and in the sponsorship of litterbins.

McDonald's Ireland is a partner in the Junior Achievement Programme, an initiative where McDonald's employees, managers and operators visit schools and hold classes teaching enterprise skills and promoting the value of education.

## Conservation

McDonald's globally has extensive conservation policies applicable not only to its packaging but to the products and ingredients it sources from suppliers.

McDonald's works closely with Conservation International (CI), a non-profit, international organisation, based in the US. CI applies innovations in science, economics, policy and community participation to protect the Earth's richest regions of plant and animal diversity as well as important marine regions around the globe.

McDonald's is currently working with CI to develop environmental and socially responsible food sourcing guidelines for agriculture and fish products. This initiative encourages better environmental practices and processes within the agriculture, fishing and food processing industries, and aims to create opportunities for other companies to adopt similar sustainability and conservation criteria throughout the entire industry.

We intend for these guidelines to further enable McDonald's to incorporate the concepts of socially responsible food production into its supply chain purchasing practices in a way that spurs innovation and continuous improvement of economic, environmental and social performance.

McDonald's is a founding member of CI's Business and Biodiversity Council, a community of companies committed to leveraging their business experience and resources to conserve biodiversity.

Source: Conservation International website: [www.conservation.org](http://www.conservation.org)

## Cooking Oil

McDonald's Ireland uses partially hydrogenated 100% vegetable oil with no added flavouring to cook its food.



### Dairy Products

All dairy products used by McDonald's Ireland are sourced locally. We use only fresh, pasteurised, full cream milk in our milk cartons, milkshakes, sundaes, ice cream cones and cheese slices. Ireland supplies cheese slices to McDonald's European markets worth €51 million annually.

### Desserts

Our dessert range includes our world famous apple pie, ice cream sundaes, fruit bags and McFlurries™. Only fresh, pasteurised, full fat milk sourced from Irish creameries is used in sundaes and McFlurries™.

### Diet

Many experts agree that diet is all about balance, moderation, individual choice and responsibility. McDonald's works with such leading nutrition experts with regard to menu management, ensuring that McDonald's food can be part of a well-balanced diet.

### Diversity

There are over 40 different nationalities working at McDonald's Restaurants throughout Ireland. McDonald's believes that employee diversity is an essential element to building and maintaining the McDonald's brand globally.

### Drinks

McDonald's serves a range of beverages including pure orange juice, mineral water, milk, a choice of three milkshakes and a full selection of sodas, including sugar-free options. Tea and a selection of coffees are also available.

### Drive-Thru

The first Drive-Thru in Europe opened in Ireland at Nutgrove Shopping Centre in 1985. It has since been re-branded to McDrive™ to reflect a more European approach.

### Eggs

All eggs used in Egg McMuffins™ are free range and are sourced from Irish suppliers who conform to the Bord Bia approved Egg Quality Assurance Scheme.

### Employment

McDonald's Restaurants of Ireland was included in the 2005 '50 Best Companies to Work for in Ireland' list. McDonald's employs over 3,500 people at 73 restaurants in the Republic of Ireland and is the largest employer in the Irish restaurant industry. In 2005 alone, 250 new jobs are being created with the opening of five new restaurants.

McDonald's Ireland presents a wide variety of career opportunities to all employees from crew through to managerial and consultant positions. We are an equal opportunities employer hiring from all age groups and providing employment to parents, university students and teenagers, people with disabilities, senior citizens, people wanting part time jobs and those seeking a long-term career. All employees and job applicants are selected, trained, promoted and treated on the basis of their relevant skills, talents and performances.

Almost all of our employees start off as crew members and undertake over 5 days training each year. McDonald's is committed to providing flexible working schedules and annual pay increases. McDonald's also provides ongoing training which is above the national average across all sectors.

McDonald's Ireland introduced a weekend only work policy in 2005 to help students still in secondary school to achieve the best work, study and leisure balance. McDonald's also introduced a policy of not employing any people under 16 to work in its restaurants. Fifth and sixth year students are permitted to work 20 hours per week but not on school nights or later than 9pm on Fridays or Saturdays or 8pm on Sundays.

### Environment

75% of all packaging used at McDonald's Restaurants in Ireland is sourced from renewable resources.

### Exports

In addition to supplying our own restaurants, McDonald's suppliers in Ireland are responsible for annual exports in excess of €100 million to McDonald's restaurants in Europe. Over 19 companies supply and support the company's network in Ireland with Metroplex Limited established in 1989 as a dedicated distribution service for our products.



## Fish

McDonald's Ireland sources its cod for its filet-o-fish from the North Atlantic and works with Conservation International (CI) to continue to source its fish from sustainable and well managed fisheries.

## Franchising

McDonald's is world famous for its franchising and there is a rigorous selection process for potential new franchisees. In Ireland, McDonald's has over 30 independent franchisees that operate and manage over 50 restaurants. The remainder of McDonald's Restaurants in Ireland are company owned. For further information on franchising check our website at [www.mcdonalds.ie](http://www.mcdonalds.ie).

## French Fries

McDonald's French Fries are made from only high quality whole potatoes. We use carefully selected varieties, such as Russet Burbank, Shepody, Pentland Dell, which are the right shape and provide consistent quality in terms of texture and length. These potatoes cannot be sourced in Ireland and are imported from Europe to ensure consistent taste and quality. In Ireland our French Fries do not contain any animal extracts and are cooked in 100% pure vegetable oil.

## Fruit

McDonald's Fruit Bags contain slices of fresh apple and grapes, washed and ready to eat. These count as one of the recommended 5 daily portions of fruit and vegetables. Fruit is a valuable source of vitamins and minerals and McDonald's would like to play its part in encouraging the recommended intake of 'five-a-day' through initiatives such as 'fruit for fries'. This allows customers to exchange fries in a Happy Meal for a bag of fruit.

We do not use preservatives in our Fruit Bags. Like other companies selling pre-prepared fruit and vegetables, we do use suitable methods to ensure our customers receive high quality ingredients, prepared to the highest standards of hygiene and safety.

To prevent the apples in fruit bags turning brown, a mix of citric acid (found in lemon juice) and ascorbic acid (Vitamin C) is used. This dip is widely used in fruit processing. Fruit Bags are chilled at 2-4 degrees centigrade to ensure freshness. These fruit bags are supplied to McDonald's Restaurants by Del Monte.

## GMOs – Genetically Modified Organisms

Although some genetically modified ingredients are considered safe and have been widely approved, McDonald's has responded to customers across Europe and has requested that suppliers use non-GM products and ingredients whenever possible. Furthermore, McDonald's Ireland requests all suppliers to identify sources of non-GM soya or maize in feed for all beef, chicken, pork and dairy produce supplied to and used by McDonald's.

## Happy Meals

We believe that a trip to McDonald's should be a treat for kids and provide a nourishing meal. That's why we offer a wide variety of tasty options for them to choose from including beef, chicken and fish so they'll always find something they like. In addition we now offer children and parents the opportunity to mix and match traditional Happy Meal favourites like French Fries and soft drinks with apples, milk and orange juice to provide calcium or vitamin C.

## Health

Many nutritional experts concur that each individual needs an appropriate amount and variety of food to balance the energy-in, energy-out equation. Many experts also agree that the essence of a good diet is based on balance, variety and moderation, and that no safe food should be regarded as healthy or unhealthy per se.

McDonald's food can fit into such a well-balanced diet. Menu items such as the garden salad and salad dressings at McDonald's contain 3% fat or less and many sandwich sauces now have 50% less fat than before.

McDonald's supports the benefits of a balanced diet and active lifestyle. Full nutritional breakdowns on all our food products are available on our website [www.mcdonalds.ie](http://www.mcdonalds.ie) and in our restaurants. We believe that the promotion of a balanced, active lifestyle requires action by individuals, the public sector, companies, and other community partners in the areas of diet, nutritional information and physical activity.

McDonald's Ireland believes that action should be multi-dimensional and supports the principal recommendations of the National Taskforce on Obesity 2005. McDonald's Ireland supports customers, particularly children and parents, in their efforts to achieve balanced, active lifestyles.

## History

McDonald's Corporation celebrated its official 50th birthday in April 2005 marking the anniversary of the opening of its first ever restaurant in Des Plaines, Illinois in 1955. McDonald's opened its first restaurant in Ireland on Dublin's Grafton St in 1977 and a second followed shortly on O'Connell Street.

McDonald's was originally a restaurant set up by brothers Dick and Mac McDonald in the 1940's in California. The McDonald's that we know today emerged from the genius of Ray Kroc who in 1955 became the exclusive franchising agent for the entire United States.

## Information

McDonald's Ireland was the first restaurant company in Ireland to provide customers with complete nutritional and ingredient information. This is offered through nutritional leaflets, an interactive menu planner on McDonald's website ([www.mcdonalds.ie](http://www.mcdonalds.ie)), and information on the reverse of restaurant trayliners, helping customers to make informed choices based on their own lifestyles and preferences.

McDonald's plays its role in promoting well-balanced diets and active lifestyles for all, especially for children, including communicating balanced diet and lifestyle messages to the public.

## Ireland

McDonald's first arrived in Ireland with the opening of its first outlet on Dublin's Grafton Street in 1977. A second followed shortly on O'Connell Street. This was only ten years after the first McDonald's opened outside the United States and Canada.

## Junior Achievement

McDonald's Ireland is a partner in the Junior Achievement Programme, an initiative where employees, managers and operators visit schools and hold classes teaching enterprise skills and promoting the value of education.



## Kilocalories

McDonald's was the first food company in Ireland to publish full nutritional information about its menu items in its restaurants. This information is contained in information leaflets in-store, on the reverse of all tray liners and on our website at [www.mcdonalds.ie](http://www.mcdonalds.ie) where you will find a full nutritional breakdown of our menu items.

In 2004, independent nutritional analysis in Ireland showed the Big Mac to have the lowest calorie count amongst comparative lunch menu options from other food retailers.

Calorie Count			
Big Mac™	Club Sandwich	Tuna Sandwich with Cheese	Crusty Bacon Baguette
480	805	739	731

The Big Mac™ also proved to have higher fibre content and lowest carbohydrate, fat and salt levels compared to the other lunch menu options. Source: Analysis completed in 2004 by an independent nutrition consultant.

## Kitchen

Food safety and quality controls are in place at every step of McDonald's food supply and production processes. This is nowhere more in evidence than in our kitchens which are designed to optimise risk reduction and control through a combination of management practices and hygiene training programmes as well as state of the art equipment and facility design.

## Litter Patrols

As part of our community and environmental policy, McDonald's was the first restaurant company in Ireland to introduce and operate "Litter Patrols" in our restaurants around the country. McDonald's staff collect all packaging litter (not just McDonald's packaging) dropped within a 100-metre radius of each restaurant on a daily basis. This is continued throughout the day.

At local level, restaurants take part in litter clear ups in conjunction with local authorities, and in the sponsorship of litterbins.

### McCafé™

In 2003, McDonald's opened its first of four in-store cafés in Ireland offering a completely different menu from the main restaurant. As well as a range of specialty coffees and pastries, fresh sandwiches and paninis are also available.

### McDrive™

The first Drive Thru or McDrive to open in Europe opened in Ireland at Nutgrove Shopping Centre in 1985. Currently we have 33 McDrives in Ireland.

### Newman's Own®

Newman's Own Lighten Up! salad dressing ranges are offered with salads at McDonald's. They are all less than 3% fat and are refrigerated to preserve their freshness.

The Paul Newman Foundation and Paul Newman, as sole owner of Newman's Own® donate all profits and royalties after taxes for educational and charitable purposes. Paul Newman and the Paul Newman Foundation have given over \$175 million to thousands of charities worldwide since 1982.

### Nut and Other Food Allergies

At McDonald's we fully appreciate the serious health risk to people allergic to whole peanuts, nuts or nut derivatives. Special information leaflets containing information on this area are available in all our restaurants\*. We are unable to categorically state that our products are 100% free of nuts or nut derivatives because with food processing there is the chance of cross-contamination at some point in the food chain. In the event that a promotional product contains peanuts, nuts or nut derivatives, this will be clearly labeled in the restaurant.\* \*Note: This does not apply in our McCafes. If you or any of your family is sensitive to any particular food ingredients we will be more than happy to answer any questions you might have. You can either phone our customer response line on 01 2080020 or visit our website on [www.mcdonalds.ie](http://www.mcdonalds.ie) where full nutritional information is available.

### Nutrition

McDonald's Ireland products consist of quality ingredients that can be part of a well balanced diet. The menu includes beef, poultry, fish, bread, vegetables, fruit and dairy products – foods from the four basic food groups. Details of all products served at McDonald's are contained on in-store information leaflets and on the reverse of tray liners as well as on our website at [www.mcdonalds.ie](http://www.mcdonalds.ie). McDonald's receives guidance from leading nutrition experts with regard to menu management.

McDonald's Ireland is a founding member of the Nutrition and Health Foundation, a Government, industry and stakeholder body established in 2005 to promote a health conscious culture in Irish society.

### Open Doors

McDonald's Ireland took part in this pan-European initiative which saw McDonald's restaurants across Europe open their kitchen doors on the same weekend in September 2005. This was a chance for our customers to see what goes on behind the scenes in our restaurants – giving customers the chance to meet our people, learn more about our food and see what we do every day. It also gave them an opportunity to understand the high standards they can rely on, when they eat in our restaurants.

### Packaging

All packaging carries the 'Tidy Man' symbol and McDonald's Ireland has been a member of Repak Ireland since 1997. This involves a direct contribution towards Irish recycling and waste management systems. Recycled paper is used for Happy Meal boxes, take-away bags, take-away trays, napkins, kitchen rolls and toilet tissue.

All suppliers have to use a minimum recycled content of 50% in their corrugated containers with annual environmental audits showing that the average recycled content is 71%. Recent reduction projects included the change of use from clamshell packaging to paper wrap for Sausage/ Egg McMuffin and Bacon/Egg McMuffin, lightweight straws and smaller napkins. In 1988, McDonald's Ireland switched to non-CFC foam packaging which carries the CFC-Free message.

### Polystyrene

McDonald's Ireland has completely phased out the use of non-degradable polystyrene packaging in favour of recycled paper materials. This process began in 2001 with hot cups, followed by breakfast packaging (2003) and all clamshell boxes (2004).

### Pork

100% Irish and 100% traceable from farm to restaurant, all McDonald's sausage products are prepared and packaged at EFSIS (European Food Safety Inspection Service) approved meat suppliers and thorough quality checks are undertaken on every batch. Rangeland Meats in Monaghan, established in 1982, produces all McDonald's sausage products.



## Quality

McDonald's stands for the principles of Quality, Service, Cleanliness and Value the combination of which is designed to achieve 100 per cent total customer satisfaction.

McDonald's operates strict specifications for all its products and raw materials. The McDonald's European Quality Assurance team based in Frankfurt is responsible for developing and implementing systems to ensure safe food of the highest quality throughout the supply chain including all restaurants in Ireland. All directives are enforced by a local Quality Assurance team.

## Rainforests

McDonald's is committed to establishing and enforcing responsible environmental practices for all aspects of our business.

As part of this charter, it is McDonald's policy to use only locally produced and processed beef in every country where we have restaurants. In areas where domestic beef is not available in sufficient quantities to meet our needs, does not meet our quality standards, or is not competitive with world prices, McDonald's imports beef from approved suppliers in other countries.

In doing so, McDonald's does not permit destruction of tropical rainforests for our beef supply and will not purchase beef from rainforests or recently deforested rainforest land.

McDonald's will immediately cease trading with any supplier that is found to deviate from this policy or cannot prove compliance with it.

## Ronald McDonald Children's Charity of Ireland

In 1997 Ronald McDonald Children's Charities of Ireland (RMCC) was established to assist child-related causes nationwide. RMCC has with the help of McDonald's Restaurants, franchisees, customers and suppliers raised over €1 million for children's charities nationwide.

RMCC also provides grants to registered charities, schools and hospitals that will directly benefit children with special needs. Grants are awarded to provide a range of equipment, from medical aid to musical instruments. Applications for funding are judged individually by an appeals committee that sits throughout the year. All applicants are informed of the decision within a month of the committee date.

In total, RMCC has donated over €250,000 in special needs grants. Some of the recipients of special needs grants are as follows;

- €16,000 was given to Liberty House Children's PlayGroup, to help pay for a new play area. Liberty House is a Dublin inner city area in much need of a play area for children. With the help of RMCC, Liberty House opened the new playground in January 2003.

- €30,000 was given to Temple Street Children's Hospital to purchase a new incubator. This new incubator (Giraffe Omni) allows doctors and nurses to attend to premature babies with the minimum amount of disruption and trauma.

Every effort is made to ensure that all money goes to where it is needed most acutely and does not support general administrative or salary costs. McDonald's and McDonald's Franchisees contribute to the charity's office administrative costs.

In addition to the donations made by the public through collection boxes in the restaurants, there are a number of annual fundraising events, including the RMCC Gala Ball which raised €200,000 in its first year - 2002, the RMCC Golf Classic and the Helping Hands instore event. Many of McDonald's suppliers generously support our events.

## Ronald McDonald House Charity

The first Ronald McDonald House in Ireland opened at Our Lady's Hospital for Sick Children in Crumlin in December 2004.

Paid for by McDonald's customers and supporters and operated by the charity, it provides accommodation to parents and families of sick children. Each bedroom has a direct telephone line so parents can be quickly and easily connected to the hospital in case of emergencies. The first ever Ronald McDonald House opened in Philadelphia in 1974 and there are now 232 Ronald McDonald Houses in 25 countries worldwide.

## Safety

Our aim is safety first. We make every effort to serve good food efficiently to our customers in an environment which is safe for customers and employees alike. McDonald's liaises closely with both the Food Safety Authority of Ireland (FSAI) and Safe Food to ensure that all the items on its menu are fully traceable through its supply chain – from farm to restaurant. The highest safety standards are set and audited on the farm, at the abattoir, at all the production facilities and at the restaurant.

HACCP (The Hazard Analysis Critical Control Points Programme) is a cornerstone of the food safety programmes and approach of McDonald's throughout the supply chain and in our restaurants. This programme is recognised worldwide as the 'best practice' approach to food safety.

## Salads

A new range of salads debuted in Ireland in 2004 and provided greater menu choice to customers than ever before. In the first year since salads were introduced over 1 million were sold in Ireland.

The selection of salads on offer ranges from the Garden Salad to the more varied salads with dressings and croutons, allowing customers to mix and match their choices to suit their diet and lifestyle.

Ingredients include at least 6 crunchy and colourful varieties of lettuce leaves in every salad, carrot strips, and cherry tomatoes with a sprinkling of cheese and a choice of either grilled or crispy chicken. Croutons and dressings are optional and there is a range of dressings to choose from including balsamic dressing and low fat options from the Newman's Own Lighten Up! range.

A good example of a low calorie option salad choice is the grilled chicken Caesar salad with one 30ml sachet of balsamic dressing and no croutons. This contains 10g fat and 263kcal per serving. Our salad counts as 2 portions towards your recommended 5-a-day target for fruit and vegetables.

## Salt

McDonald's Ireland has introduced several menu items that contain lower salt. From March 2005, salt in Chicken McNuggets was reduced by 30%. McDonald's is researching and testing proposals to reduce salt in food served in its European restaurants. McDonald's in the UK has been leading the trials and has been introducing new cooking procedures, new equipment and reduced salt in seasoning and ketchup.

## Scholarship Programme

McDonald's launched its Employee Scholarship Programme in Ireland in 2001 as a way of encouraging and rewarding employees undertaking further education. Each calendar quarter, 4 employees receive €1,500 and to date more than €65,000 has been awarded to employees. Minister for Education, Mary Hanafin TD, presided at the 50th scholarship awards ceremony in February 2005.

## Social Responsibility

McDonald's is committed to being open and honest about its impact on society. Every two years, McDonald's Corporation publishes a Social Responsibility Report that gives an overview of the major policies and the issues the company is facing. These reports are complemented by regional and national reports.

## Sport

McDonald's is one of the top Olympic Sponsors and McDonald's involvement with the Games is contracted until 2012. McDonald's also supports soccer on a global and country level through its sponsorship of the World Cup and UEFA Champions League. In addition, several restaurants have partnerships with their local sporting teams, covering GAA football, hurling, camogie, soccer and rugby.

## Suppliers

McDonald's Ireland uses over 250 different local Irish suppliers to source over €80 million worth of goods and services each year. Once providers can meet our high standards of product safety and hygiene we prefer to buy locally and currently products including beef, dairy and eggs are sourced in Ireland. We only work with suppliers who adhere to the standards required by Irish and EU legislation regarding animal welfare, transportation and husbandry. Both meat and poultry are prepared and packaged at approved meat suppliers who undertake thorough quality checks on every batch and are fully accredited to the EFSIS (European Food Safety Inspection Service) higher level standard.

## Sustainable Agriculture

McDonald's created MAAP (McDonald's Agricultural Assurance Programme) to increase its influence through the supply chain to the primary producer. This programme provides a framework to manage food safety and quality as well as sustainable and ethical agricultural production methods. The present and future management of McDonald's primary supply chain is with particular emphasis on seven key areas:

- Environment
- Agricultural practices
- Animal welfare
- Animal nutrition
- Animal medication
- Traceability
- Genetics



### Traceability

All products served at McDonald's restaurants have full traceability from farm to restaurant.

### Training

McDonald's places the highest priority on staff training. An internal training programme for crew and operations management allows employees to progress to senior management via a series of merit-based promotions. As testimony to this policy, at least 50 per cent of all middle and senior management in Ireland started their careers as operations crew in restaurants.

Everybody who joins McDonald's must undergo a training programme - McDonald's trains about 1,000 employees in Ireland each year. Each new crew member receives about 5 days training per year. Managers receive 12 days training per year. The number of training days for both crew and managers is above the national average across all sectors.

### Unbeatable Value

McDonald's offers great value for money across its menu options. Special offers regularly feature on our menus and, unlike many others in the restaurant industry, we did not increase our prices with the Euro changeover.

### Vegetables

We only source the freshest lettuce, onions, tomatoes and carrots for our salads and fillings.

### Waste Minimisation

Waste oils that make up 10% of a restaurant's waste are recycled by most restaurants via local collectors approved for the recycling of waste oil.

### Website

[www.McDonalds.ie](http://www.McDonalds.ie) is the official website for McDonald's Ireland.

### World Children's Day

On 20th November 2002, McDonald's held its first ever worldwide fundraiser for children, World Children's Day. In Ireland, over €3 million has been raised since then and the event has become an annual occasion with the sale of little yellow helping hand stickers for €1 each. All funds raised go towards Children's Charities in Ireland including Ronald McDonald's Children's Charity and a range of local charities throughout Ireland. This is now a worldwide initiative that is held on November 20th every year.

### Xtra Savings

Euro-saver menus provide extra value throughout the year.

### Youth

McDonald's has both a youthful organizational profile and a broad youth appeal. We take this into full account in our communications policies (see advertising), our community initiatives (see community), our employment policies (see employment) and our social responsibility policies (see ethics).

### Zinc

An essential trace element found in meat, fish and eggs, all of which are contained in McDonald's menu items.

