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McDonald's® Europe takes action to reduce Trans Fatty Acids in cooking oil

London, United Kingdom (November 7 2006) – McDonald's Europe today made public its 2-year plan to achieve a substantial reduction in trans fatty acids in its cooking oil, as part of its ongoing commitment to work on the quality of its products and to offer balanced choices. By mid 2008 (depending on supply availabilities), McDonald's plans to have more than 6,300 restaurants across Europe using the new oil that will contain no more than 2% trans fatty acids.

McDonald's Europe will replace the currently used rape and sunflower oil and oil blends with a blend of high oleic rapeseed oil and/or high oleic sunflower oil. By doing so, it will achieve a significant reduction to a maximum of 2% TFA content while limiting the saturated fats to a maximum of 12%. The change of cooking oil will reduce substantially trans fatty acids in French fries, fried chicken and fish products, fried pies, and other promotional fried products. Consumer research on this new oil blend confirms that there is no difference in taste.

European president Denis Hennequin said, "This TFA reduction is part of our strategy to continuously improve the quality of our products and offer balanced choices to our customers. McDonald's Europe has been working since the early 90's with its suppliers to improve the nutritional values of our cooking oil and to ensure the availability of the products to meet our needs across Europe. We only use products and ingredients that meet the highest standards of quality and safety."

McDonald's has asked its suppliers to plant sufficient amounts of high oleic rape and high oleic sunflower seed to ensure supply of the new oil blend for all restaurants across Europe by mid 2008. The roll-out of the new oil in the restaurants across Europe will be gradual, depending on the availability of the product. The first countries to start using the new oil in the coming months will be Sweden, Norway and Finland. McDonald's Europe has requested that suppliers use non-GM products and ingredients.

About McDonald's

McDonald's is the leading food service company in Europe with more than 6,300 local restaurants serving quality food to nearly 10 million customers in 41 different European countries each day. 62% of McDonald's restaurants in Europe are owned and operated by independent, local business men and women.

Notes to editor

- Trans fatty acids occur in fats that are partially hydrogenated but also occur naturally in refined oils as well as in dairy products and animal fats. In the USA, the FDA allows products to be labeled TFA free or 0 Trans if they contain less than 0,5 grams of TFA per serving. This is not allowed in Europe. In Europe McDonald's will achieve significantly less than 0,5 grams TFA per serving by mid 2008.
- McDonald's participates to the EU Platform for Action on Diet, Physical Activity and Health, through its membership of the European Modern Restaurant Association. For more information on the Platform www.europa.eu.int/comm/health

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