

July 12, 1990



\*PLEASE DISCUSS THESE QUESTIONS WITH YOUR STORE

MANAGEMENT TEAM, COUNTER AND LOBBY CREW

Q & A

IN-STORE NUTRITION AND INGREDIENT INFORMATION POSTING

The following are questions customers might ask regarding the new nutrition posters going up in each of our U.S. restaurants. Following each question is a suggested response. If a customer asks a question that you don't know the answer to, don't be afraid to say you'll have someone get back to them with the answer. Take the customer's name and telephone number and call your regional marketing manager, ops manager or the Customer Relations Department in Oak Brook for help.

Q: Why isn't this information put directly on the product packaging, like a label?

A: We want our customers to get the information before they purchase a meal at McDonald's, so they can make smart choices according to their own dietary needs. Putting this information on our packages would require that customers buy the product before they read about it. McDonald's wants customers to have complete nutrition and ingredient information BEFORE they make their purchases.

\*\*\*Excerpted from "Q & A: In-Store Nutrition and Ingredient Information Posting;" 7/12/1990\*\*\*