



**McDonald's<sup>®</sup>**  
**United Kingdom**





## McDonald's UK

McDonald's has proudly run its business in the UK since 1974 and currently operates over 1,200 restaurants across Britain and Ireland.

But McDonald's is about more than just the number of restaurants we operate. It's a success story of local suppliers, franchisees and staff working together. It's about the investment we are making together in our restaurants and in our 80,000 staff. It's about the skills and opportunities we offer and the ways in which we support our local communities.

## How we do business

A large proportion of our restaurants in the UK are franchised to local businessmen and women, a model that stimulates investment in the local community. A committed UK leadership team supports all of these restaurants.

Over 55 per cent of our food comes from Britain and Ireland, and we spend over £490 million each year on buying, amongst other things, quality produce including organic milk, free range eggs and beef from more than 17,500 British and Irish farmers. The map opposite shows some of the UK suppliers who work in partnership with McDonald's.



All information relates to 2009. Icons represent location



## McDonald's and agriculture

Serving safe, quality food that our customers can trust is McDonald's number one priority. We believe that food safety and quality start at the farm and we have worked with colleagues across Europe to develop an assurance programme that drives sustainable agriculture and improves standards.

McDonald's Agricultural Assurance Programme (MAAP) allows us to ensure that food safety and quality are fully integrated into our production cycle right from the start. Supporting sustainable and ethical production conditions, the programme is closely measured in order to deliver year-on-year improvements and covers areas such as:

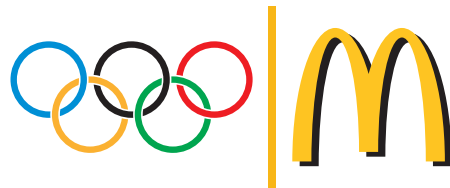
- Environment
- Agriculture practices
- Animal welfare
- Animal nutrition
- Animal medication
- Transparency

MAAP is the cornerstone of our agricultural policy. Together with our global corporate responsibility and socially responsible food supply policies, McDonald's is working in partnership with its suppliers towards a sustainable future for agriculture.

As part of this long-term development, we are a core-funding partner in the Food Animal Initiative, a project to develop commercially robust alternative farming methods and raise animal welfare standards. Together with Oxford University's zoology department, we are committed to developing new farming practices that will secure the future livelihoods of rural communities.

## Open Farms

McDonald's UK is proud to be a sponsor of the London 2012 Olympic Games. Our restaurants will help feed over 20,000 athletes, thousands of Games organisers, and hundreds of thousands of spectators during what is set to be one of the most spectacular events ever to be held in the UK. This year, in celebration of our involvement, we are throwing the gates open to some of the British and Irish farms that supply our menu. Members of the public and Olympic athletes will be able to see firsthand the farms that will supply food for the Olympics.



**official restaurant**

We are preparing for this landmark event with the support of farmers, many of whom have worked with McDonald's for a considerable amount of time. On each visit, members of the public and representatives from key food and farming organisations will be invited to see for themselves where each ingredient comes from and trace the journey from farm to counter.

## Our beef

We are a major supporter of the UK beef industry. Over 16,000 British and Irish farmers supply 100 per cent of the beef we use in our restaurants across the country.

What happens to this meat? It's simple. We take these 100 per cent whole cuts of quality meat, mince them, shape them, freeze them and cook them, so there is nothing added apart from a pinch of salt and pepper.





## Our award winning eggs

We started using free-range eggs over 10 years ago and have been awarded the Good Egg Award from Compassion in World Farming for Europe-wide action on cage-free eggs. In 2009, we received the Food Business of the Year Award from the British Free-Range Egg Producer's Association, which recognises our business' commitment to free-range egg production.



We have also won an RSPCA Good Business Award for two years running. In 2009, the award was largely due to our support for the Food Animal Initiative, a research farm based in Oxfordshire, in conjunction with Oxford University's Zoology Department. With the support of the FAI, McDonald's UK has developed a 'Range Enrichment Programme', which aims to increase laying hens' use of the range by planting of trees to provide natural canopy cover and an environment similar to that which they would experience in their natural habitat. In 2008, we won Best Restaurant Chain, most notably for an extension of our commitment to use free-range eggs in restaurants across Europe.

## David and Helen Brass, The Lakes Free-Range Egg Company, near Penrith, Cumbria

David and Helen have been supplying McDonald's since 2002 and are proud to be the only UK supplier to have received McDonald's Flagship Farm Status.



Back in 1988, they started out with a flock of just 200 birds, with the intention of supplying local markets. The packing station was set up six years later, and the farm now has over 54,000 hens. The family-run farm has a turnover of £12m, employing more than 40 staff

The successful husband and wife team recognise that contented hens lay great quality eggs and are committed to creating the best possible environment for them.

## British and Irish farm ingredients

McDonald's takes exactly the same care with all our other menu ingredients, too. But did you know just how many items we buy? Here's an overview of the ingredients we use:

- 91 million free-range eggs came from 259** British and Irish farms, the majority of which are independent family-owned farms
- 1.75 million** We crack on average free-range eggs every week
- 49 million litres of milk** including over 16 million litres of organic milk from British farms, which is used in our coffees, teas and Happy Meal milk bottles
- 920 farmers** supplying British pork for our breakfast menu. All the pork we use across our menu is from farms accredited by a farm assurance scheme
- 100** British farms helped to supply us with some of the boneless chicken breast meat that we use in our chicken menu
- over 5.6 million** heads of UK lettuce grown on 100 hectares of UK farmland
- 295 192,000** tonnes of potatoes grew over for our French fries, hash browns and seed potatoes. Once they've been made into our famous fries and cooked, the cooking oil we used is converted into bio diesel to power our delivery trucks.





## Nutrition and you

We want to help our customers make dietary choices that are right for them. We have pursued a three-pronged approach to achieving this: choice, reformulation and information.

### Choice

We have extended our menu to increase the number and range of options available for our customers, on both the children's Happy Meal menu and on our main menu. Customers can now choose from a range of additional items that have not previously been available, including porridge, Little Tasters, Deli sandwiches, fruit bags, carrot sticks, salads, Tropicana orange juice, Fruit Shoot drinks, organic semi-skimmed milk and mineral water.

### Reformulation

As well as extending choice, we have also reformulated many of the recipes on our core menu. In 2003, we embarked on a project of extensive recipe reformulation, focusing particularly on salt reduction. Where further reformulation opportunities exist, we will continue to introduce these.

### Information

In 1984, we became the first restaurant chain to provide nutritional information about our food. Since then, we have increased the availability of nutritional information for customers and staff. Nutritional information about the food and drink on our menu is now available on the back of all tray-liners, via our website and, since 2006, on our packaging.



## McDonald's has made a number of changes to the menu in recent years:

- Mineral water, pure orange juice and bottles of British organic semi-skimmed milk are available in all restaurants
- In September 2005 we introduced deli sandwiches as an addition to salads offering customers a more varied choice. Over 21 million salads have been sold since being introduced
- We have worked at reducing salt levels in Chicken McNuggets by 30 per cent, French Fries by 24 per cent, and Ketchup by 23 per cent since 2004. Salt levels in the McChicken Sandwich Patty have been cut by 20 per cent since 2006
- McDonald's UK has added carrot sticks to the menu where, alongside the apple and grape bag and orange juice, they are an equivalent to one of the five-a-day recommended daily intake of fruit and vegetables. McDonald's Salads count towards two portions of the daily recommendation
- McDonald's UK is now using a non-hydrogenated cooking oil in its restaurants. The blend (rapeseed and sunflower) was carefully developed to reduce the levels of Trans Fatty Acids to low levels of less than two per cent
- October 2004 saw the launch of a series of additions to the Breakfast menu, including Oatso Simple porridge, bagels, and freshly ground Kenco coffee, and in January 2007 McDonald's became the first high street retailer in the United Kingdom to source 100 per cent of its coffee from Rainforest Alliance certified farms. To continue this commitment, we have recently added Rainforest Alliance certified tea to our menu.





## Open, honest and transparent

We recognise that our customers want to know more about our food. In 2007, we created [www.makeupyourownmind.co.uk](http://www.makeupyourownmind.co.uk) - a website dedicated to providing you with the opportunity to ask any question about our food and any other aspect of our business, and receive a personal reply.

The website has received over 1.6 million visitors and answers have been provided to 21,000 questions. Providing this information on our food allows our customers to make informed, educated choices and share in our decision-making.

As part of this drive to be open, we invited independent quality scouts to visit our suppliers and report back, no-holds-barred, on what they found. You can see their reports online.

## Happy Meals

We receive many questions online about our Happy Meals and how we act to help parents and their children lead active balanced lifestyles.

Compared with five years ago, our Happy Meals are on average 28 per cent lower in sugar, 21 per cent lower in saturated fat and 40 per cent lower in salt. We're now one of the UK's largest suppliers of pre-packed fruit, selling over 33 million fruit bags since they were introduced.



## McDonald's franchisees

In the UK over 60 per cent of McDonald's restaurants are franchised. McDonald's franchisee agreements are for a standard 20 year period, underpinning the long-term commitment and brand loyalty we expect and value. Our 165 franchisees invest in their local communities and play their part in local life. We would like to introduce you to some of our team.



### Paul Crocker, Kent

Paul had run a number of successful petrol station businesses before taking on a McDonald's franchise in 1995. He now operates five restaurants in Kent with the help of his wife.

### Grant Copper, Portsmouth

A part-time job at McDonald's turned into a career for Grant. "I could see the opportunities within the Company when I was doing my A-levels and decided to stay on," said Grant. Before he became a franchisee in 2002, Grant held several positions with McDonald's, including a two-year stint in Slovenia as a project manager.



### Zulfikar Somji, London

Zulfikar operates seven restaurants in East London. He and his managers are heavily involved in his local community - from talking to business students about franchising and self-employment, to volunteering as reading partners for local children with reading difficulties.

### Des Lamph, Northern Ireland

Des owns and operates nine restaurants across Northern Ireland. Des, originally from Portadown, started his career in the teaching profession but made the decision to become a McDonald's franchisee in 1992. Des currently employs around 500 staff most of whom live within a few miles of their place of work. Des is very active in his local community through his work with local football teams in the area.



### Kate Walker, Scotland

Mother of three, Kate, became a McDonald's franchisee in 2004 and now owns and operates three restaurants with her husband Kenny in East Kilbride, Castlemilk and Bellshill. Kate originally came from a business background in Marketing and Advertising and now employs around 120 members of staff. Being a big football fan herself, she sponsors a local football club in each area.

### Phil Lowndes, Wales

Phil bought his first McDonald's restaurant in Bangor in October 2006, and he and his wife, Carol, worked full time for 12 months managing the restaurant. Phil expanded his business to buy a second restaurant in Caernarfon in November 2007 and now employs more than 100 local people across his two restaurants. Phil plays an active role in his local community, particularly through support of the Welsh language, local football coaching and anti-litter campaigns.



## To find out more...

Ask a question about McDonald's at  
[www.makeupyourownmind.co.uk](http://www.makeupyourownmind.co.uk)

Calculate your nutritional needs and our menu choices at  
[www.mcdonaldsmenu.info](http://www.mcdonaldsmenu.info)

Get active, find your local restaurant or see what's in store at  
[www.mcdonalds.co.uk](http://www.mcdonalds.co.uk)

If you would rather speak to someone, please contact our customer services team on  
**08705 244622**



  
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