

MCDONALD'S MENU BOARDS

Condition #1: No Nutrition Information

McDonald's® Happy Meal®

Happy Meal® includes an entrée,
side, drink, yogurt, and a toy

Every Happy Meal®
includes a toy!

Limited time only. While supplies last.
©2014 McDonald's. One toy per Happy Meal.
Toys not suitable for children under 3 years.



1 Entrée Cheeseburger

Side
Small Fries

Drink
1% Chocolate Milk

Yogurt
Strawberry

Toy
Included with
Happy Meal®



2 Entrée Grilled Cheese

Side
Small Fries

Drink
Small Apple Juice

Yogurt
Strawberry

Toy
Included with
Happy Meal®



3 Entrée Hamburger

Side
Small Fries

Drink
Child-Size Coke

Yogurt
Strawberry

Toy
Included with
Happy Meal®



4 Entrée Chicken McNuggets®

4pc, white meat, with
sweet & sour sauce.

Side
Apple Slices

Drink
Water

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Condition #2: Calories-Only

McDonald's® Happy Meal®

Happy Meal® includes an entrée,
side, drink, yogurt, and a toy

Every Happy Meal®
includes a toy!

Limited time only. While supplies last.
©2014 McDonald's. One toy per Happy Meal.
Toys not suitable for children under 3 years.



1 Entrée Cheeseburger

Side
Small Fries

Drink
1% Chocolate Milk

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 715 Calories

2 Entrée Grilled Cheese

Side
Small Fries

Drink
Small Apple Juice

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 585 Calories

3 Entrée Hamburger

Side
Small Fries

Drink
Child-Size Coke

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 605 Calories

4 Entrée Chicken McNuggets®

4pc, white meat, with
sweet & sour sauce.

Side
Apple Slices

Drink
Water

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 255 Calories

Condition #3: Calories + Contextual Statement

McDonald's® Happy Meal®

Happy Meal® includes an entrée, side, drink, yogurt, and a toy

Every Happy Meal® includes a toy!

Limited time only. While supplies last.
©2014 McDonald's. One toy per Happy Meal.
Toys not suitable for children under 3 years.



1 Entrée Cheeseburger

Side
Small Fries

Drink
1% Chocolate Milk

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 715 Calories

2 Entrée Grilled Cheese

Side
Small Fries

Drink
Small Apple Juice

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 585 Calories

3 Entrée Hamburger

Side
Small Fries

Drink
Child-Size Coke

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 605 Calories

4 Entrée Chicken McNuggets® 4pc, white meat, with sweet & sour sauce.

Side
Apple Slices

Drink
Water

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 255 Calories

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level.

Condition #4: Calories, Sodium, + Contextual Statement

McDonald's® Happy Meal®

Happy Meal® includes an entrée, side, drink, yogurt, and a toy

Every Happy Meal® includes a toy!

Limited time only. While supplies last.
©2014 McDonald's. One toy per Happy Meal.
Toys not suitable for children under 3 years.



1 Entrée Cheeseburger

Side
Small Fries

Drink
1% Chocolate Milk

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 715 Calories
1115mg Sodium

2 Entrée Grilled Cheese

Side
Small Fries

Drink
Small Apple Juice

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 585 Calories
950mg Sodium

3 Entrée Hamburger

Side
Small Fries

Drink
Child-Size Coke

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 605 Calories
699mg Sodium

4 Entrée Chicken McNuggets® 4pc, white meat, with sweet & sour sauce.

Side
Apple Slices

Drink
Water

Yogurt
Strawberry

Toy
Included with
Happy Meal®



Meal | 255 Calories
400mg Sodium

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level.
Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less.

Condition #5: Calories and Sodium in Traffic Lights + Contextual Statement

McDonald's® Happy Meal®

Happy Meal® includes an entrée, side, drink, yogurt, and a toy

Every Happy Meal® includes a toy!



Limited time only. While supplies last.
©2014 McDonald's. One toy per Happy Meal.
Toys not suitable for children under 3 years.

1 Entrée Cheeseburger

Side
Small Fries

Drink
1% Chocolate Milk

Yogurt
Strawberry



Toy
Included with
Happy Meal®



Meal | 715 Calories **HIGH**
1115mg Sodium **HIGH**

2 Entrée Grilled Cheese

Side
Small Fries

Drink
Small Apple Juice

Yogurt
Strawberry



Toy
Included with
Happy Meal®



Meal | 585 Calories **MED**
950mg Sodium **MED**

3 Entrée Hamburger

Side
Small Fries

Drink
Child-Size Coke

Yogurt
Strawberry



Toy
Included with
Happy Meal®



Meal | 605 Calories **MED**
699mg Sodium **MED**

4 Entrée Chicken McNuggets® 4pc, white meat, with sweet & sour sauce.

Side
Apple Slices

Drink
Water

Yogurt
Strawberry



Toy
Included with
Happy Meal®



Meal | 255 Calories **LOW**
400mg Sodium **MED**

2,000 calories a day is used for general nutrition advice, but calorie needs vary by age, gender, and activity level.
Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less.