

McDonald's expands wholesome breakfast choices with new Egg White Delight McMuffin in New York tri-

Written by Administrator
Sunday, 28 April 2013 19:08



ISELIN, N.J. — On April 23, U.S. Olympic Gold Medalist Gabrielle Douglas (pictured above) hosted an exclusive launch event in Manhattan to introduce McDonald's wholesome new Egg White Delight McMuffin.

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The Egg White Delight McMuffin is prepared with freshly grilled 100 percent egg whites, extra lean Canadian bacon and white cheddar served on a new muffin made with eight grams of whole grain.

In addition, McDonald's will be offering freshly grilled egg whites and white cheddar on any existing egg and cheese breakfast sandwiches and platters, providing customers a new way to enjoy their breakfast favorites.

The introduction of Egg White Delight McMuffin supports McDonald's "Commitments to Offer Improved Nutrition Choices," announced in 2011.

The new muffin delivers 8 grams of whole grain and the Canadian bacon delivers quality protein, helping customers incorporate foods from some of the USDA's MyPlate recommended food groups.

At 250 calories, the Egg White Delight McMuffin is McDonald's newest wholesome breakfast choice under 300 calories in addition to Egg McMuffin, Fruit & Maple Oatmeal and Fruit N' Yogurt Parfait.

"Since introducing the Egg McMuffin more than 40 years ago, we continue to strive to meet our customers' evolving needs and taste. With our new freshly grilled Egg White Delight McMuffin, we offer our customers just that — a new breakfast choice that's sure to satisfy their appetite and taste buds," said Anthony Scari, president of the New York Tri-State Area Owners and Operators Association.

From 12 p.m. to 2 p.m. Eastern Standard Time, McDonald's hosted an exclusive invitation-only event with Gabrielle Douglas in New York City for media and top influencers who will be among the first to try the new menu item.

The event included a cooking demonstration, as well as an informational presentation by McDonald's Chef Jessica Foust, RD, and third party registered dietitian Sharon Richter.

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McDonald's breakfast sandwiches available with egg whites includes, Egg McMuffin, Sausage McMuffin with Egg, Bacon, Egg & Cheese Biscuit, Sausage Biscuit with Egg, Bacon, Egg & Cheese McGriddles, Sausage, Egg & Cheese McGriddles and Bacon, Egg & Cheese Bagel.

Freshly grilled egg whites are also available for substitution on McDonald's breakfast platters.

For nutrition and ingredient information and additional details about egg whites on breakfast sandwiches and platters, as well as McDonald's full line of national menu choices, visit www.McDonalds.com.

About McDonald's New York tri-state restaurants:

McDonald's is one of the world's best-known brands and is a global leader in food service.

There are more than 600 McDonald's restaurants, owned by over 100 franchisees, located throughout the New York, New Jersey and Connecticut tri-state.

Visit www.mcdonaldsnymetro.com or follow on Twitter @McDNYTriState for information about other McDonald's area programs.

About McDonald's:

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 26 million customers every day.

Nearly 89 percent of McDonald's 14,000 U.S. restaurants are independently owned and

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operated by businessmen and women.

Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants.

For more information, visit www.mcdonalds.com, or follow on Twitter @McDNYTriState for updates on our business, promotions and products.

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