

McDonald's® brings customers in New York City tri-state new fresh, whole fruit side in kids' meals

Written by Administrator

Friday, 12 December 2014 20:09



Company builds on nutrition, children's well-being commitments by adding in-season Cuties® from December through March 2015

ISELIN, N.J. — McDonald's USA is making nutrition choices fun and easy for families in New

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York City tri-state with the introduction of a fresh, whole fruit side in kids' meals — Cuties California Clementines®.

Starting in December at McDonald's restaurants in New York City tri-state and across the country, kid-sized Sun Pacific Cuties will join McDonald's lineup of Happy Meal and Mighty Kids Meal side choices that currently includes apple slices and Go-GURT® low fat Strawberry Yogurt.

Cuties, grown in California, will be available for a limited time during their peak season through March 2015.

The addition of Cuties supports McDonald's ongoing dedication to children's nutrition and well-being.

Fresh Cuties offer an excellent source of Vitamin C and provide about one-quarter cup of fruit.

They can also be purchased a la carte.

Before introducing them to restaurants nationwide, McDonald's tested Cuties in approximately 70 restaurants around Austin, Texas.

The company is also testing smaller-sized "junior" bananas at restaurants in the Austin and Southern Colorado areas.

"Our partnership with McDonald's allows us to share our sweet, easy-to-peel Cuties with even more people across the nation," said Victoria Nuevo-Celeste, vice president of marketing at Sun Pacific.

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“We're eager to increase access to wholesome foods kids love and make history with McDonald's by providing unpackaged, whole fresh fruit on the company's national menu.”

The introduction of Cuties supports McDonald's partnership with the Alliance for a Healthier Generation, an organization founded by the American Heart Association and Clinton Foundation, to increase access to fruits, vegetables and low-fat dairy and to help families make informed choices.

McDonald's has also made significant progress on its nutrition journey since introducing its “Commitments to Offer Improved Nutrition Choices” in 2011.

In March 2012, McDonald's started automatically including apple slices in every kids' meal.

Since then, more than 1.2 billion bags of apple slices have been served.

In July 2014, McDonald's introduced Go-GURT® low fat Strawberry Yogurt nationwide as a side with 50 calories and with 25 percent less sugar than the leading kids' yogurt.*

Since its introduction, McDonald's has served more than 50 million Go-GURT low-fat yogurt tubes in kids' meals.

* Go-GURT® at McDonald's has 6g of sugar per 2.25oz.

The leading kids' yogurt has 9g of sugar per 2.25oz.

About Sun Pacific Cuties®

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Back in the early 2000s, Sun Pacific pioneered California grown mandarins.

Today, Sun Pacific farms more than 30 thousand acres of fresh fruit and is the exclusive grower and distributor of Cuties® Clementines and Mandarins.

For more information, visit www.cutiescitrus.com, or follow us on Twitter and Facebook.

About McDonald's New York tri-state restaurants

McDonald's is the world's best-known brand and is the global leader in food service.

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

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