



But what about a petrol discount for buying a McDonalds salad?

Obesity Action Coalition

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For immediate use

The Obesity Action Coalition wonders why McDonalds has excluded its Lighter Choices range from a discount petrol offer being advertised in national newspapers today.

Executive Director Leigh Sturgiss said, “The deal is 10 cents off per litre of petrol at participating Mobil service stations – if you buy a Big Mac, medium fries, medium soft drink and a hot apple pie for \$9.50.

“Why isn’t this deal available if you buy one of McDonalds’ salads, deli rolls, fruit or a low-fat smoothie?”

Ms Sturgiss says McDonalds often uses its lighter menu options as evidence it is a socially responsible company that somehow cares about New Zealand’s soaring obesity rates. However, she says this promotion is just another example of it encouraging the public to eat products that have the highest fat, sodium and sugar contents and the least nutritional value.

The meal advertised provides 5633kj, 64g fat (27g saturated) and 57g sugar. This is about 70 percent of the daily energy requirement and twice the fat intake recommended for an 11 year old girl. It is also deficient in vitamin C, calcium, folate and fibre.

Ms Sturgiss says, “This is exactly the sort of food that is helping us become fat, but it’s also the food that will ensure continuing brand recognition for McDonalds. It’s simply a cynical marketing ploy.

“It is exactly the same with the McDonalds Most Valuable Player discount vouchers which are given to children at weekend sports events. You can’t use them to purchase McDonald’s healthier options either.

“One has to wonder why that is. I suspect it has something to do with exposing kids to McDonalds’ well known, best-selling products as often and as early as possible.

“If that’s not the case, and McDonalds does really care about obesity or petrol costs, then I challenge it to show some real gumption and offer the discount on salads.”

Ends.

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