



**FOR IMMEDIATE RELEASE**

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**McDONALD'S® SERVES UP WHOLE GRAINS, FRESH FRUIT WITH  
NEW FRUIT & MAPLE OATMEAL**

*A Sweet Harmony of 100 Percent Natural Whole Grains Oats and Fruit Medley Available All Day  
at Participating Locations*

**PITTSBURGH, PA (Jan. 10, 2011)** – McDonald's kicks off the New Year with the national introduction of its new Fruit & Maple Oatmeal, a wholesome and balanced menu option available for local customers at breakfast and throughout the entire day. Delivering two of the three recommended daily servings for whole grains and about a half cup of fruit, Fruit & Maple Oatmeal is McDonald's first new breakfast offering since 2008.

Combining the perfect harmony of flavor, McDonald's Fruit & Maple Oatmeal is prepared with 100 percent natural whole grain oats, light cream and brown sugar, and topped with diced, fresh red and green apples, tangy dried cranberries and two types of raisins. As part of McDonald's ongoing commitment to customer choice, every bowl of Fruit & Maple Oatmeal is freshly prepared upon request: customers may order it with brown sugar or without brown sugar for those who prefer a less sweetened option. Beyond breakfast, Fruit & Maple Oatmeal is served any time of the day in all of McDonald's participating 14,000 restaurant locations in the United States.

"With McDonald's Fruit & Maple Oatmeal, we're offering a portable, affordable and balanced breakfast solution to help customers start their day right," said Senior Director of Nutrition Cindy Goody, Ph.D., MBA, R.D. "McDonald's wants to help make it easier and more inviting for our guests to eat more whole grains and fruits, and Fruit & Maple Oatmeal is an effective way to help our customers integrate these important food groups into their daily diets."

**Fruit & Maple Oatmeal Delivers Fiber, Whole Grains and Fresh Fruit**

Fruit & Maple Oatmeal has 290 calories per serving and is an excellent source of fiber and vitamin C. It provides 32 grams of 100 percent natural whole grain oats and about 25 percent of an individual's



daily recommendations for fruit – two food groups that consumers are encouraged to consume more often.<sup>1</sup> Fruit & Maple Oatmeal without brown sugar has 260 calories per serving.

“New Fruit & Maple Oatmeal underscores McDonald’s continued commitment and ability to meet our customers’ needs for a variety of meal choices,” said Rick Rehak, McDonald’s Regional Marketing Director. “ Our customers will have the accessibility and opportunity to get Fruit & Maple any time of the day.”

For more information about McDonald’s full line of menu choices visit [www.McDonalds.com](http://www.McDonalds.com).

### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredient to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit [www.mcdtoday.com](http://www.mcdtoday.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants.

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1. U.S. Department of Health and Human Services and U.S. Department of Agriculture *Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010*. Washington, DC: U.S. Government Printing Office, June 15, 2010.

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