

McDonald's reaches Certified Fibre milestone for packaging in Europe

McDonald's has achieved a key milestone in its journey to source 100% sustainable packaging in Europe

McDonald's has announced that as of October 2015, all centrally-sourced packaging* that is distributed across its 38 European markets** is chain-of-custody certified, with wood fibre coming from recycled sources or forests certified to one of two globally recognized standards for responsible forest management: Forest Stewardship Council (FSC) standard or a Programme for Endorsement of Forest Certification (PEFC) national standard.

The term "wood fibre" refers to the material derived from wood to produce paper and board products. McDonald's uses this fibre in "front of counter" sales packaging such as cartons, cups, cup holders, bags, wraps, napkins, tray liners and paper straw wrappers.

Commenting on the news, Keith Kenny, Vice President Sustainability – Worldwide Supply Chain, McDonald's, said:

"This step represents a key milestone in McDonald's European sustainable packaging strategy to source 100% wood fibre from recycled or certified virgin sources by 2016, as well as providing credible evidence to our customers that the packaging products we use come from well-managed forests. The achievement has involved collaboration across the length and breadth of our supply chain in all 38 European markets, from those that supply our restaurants right back to the family-run businesses that own the forests."

McDonald's has a global vision to source all its food and packaging sustainably and wood fibre has been identified as a priority raw material by WWF alongside beef, coffee, fish and palm oil. In over 7,900 restaurants across its 38 European markets, McDonald's currently uses around 170,000 tonnes of wood fibre in its packaging annually.

McDonald's has already achieved significant sourcing milestones globally and in Europe. Since 2008, McDonald's European markets have sourced 100% of their coffee (excluding decaf) from farms certified by Rainforest Alliance or Fairtrade for their sustainable practices. In addition to this, all of the fish used in McDonald's Filet-o-Fish sandwiches in Europe is certified by the Marine Stewardship Council, with the MSC logo displayed on packaging.

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Notes to Editors

*"Centrally sourced packaging" refers to packaging sourced at a European level, rather than by local markets. Some locally sourced items, such as sugar sticks, salt and pepper sachets, ice cream cone wraps and donut cases, are therefore not included in this milestone.

**Markets included are: Austria, Azerbaijan, Belarus, Belgium, Bosnia, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK and Ukraine.

For further information, please contact:

McDonald's Europe Press Office

+44 (0) 207 800 4884

European.pressoffice@eu.mcd.com

About McDonald's in Europe

McDonald's is Europe's leading foodservice retailer with more than 7,900 restaurants in 38 markets serving over 15 million customers a day. 73% of McDonald's restaurants in Europe are owned and operated by independent local business men and women. Together with our franchisees, we employ more than 425,000 people in Europe. For more information, please visit our website at www.mcdpressoffice.eu.