

Reformulation Case-Study: McDonalds

Challenge: Meeting Consumer Trends on Wholesome and Nutritious Options

McDonald's strengthens its commitment to customers through "The Good Food Story"

McDonald's (India) has been serving the Indian palate for the last two decades. Over the years, it has developed an indigenous menu completely unique to India, tailored to the Indian sensibilities. McDonald's ability to continuously evolve and remain relevant to its consumers has enabled the company to bring more nutritious and wholesome varieties to them.

The food giant has developed a menu offering a wide range of choices to suit different preferences including high protein products, vegetarian items and rice staples in select markets to supplement its signature burgers and fries. The company plans to increase the number of restaurants offering healthier menus up to 500 over the next five years.

Overcoming Challenges

India is one of the world's most undernourished countries. However, obesity has become a serious problem due to rising income levels and sedentary lifestyles in recent years. According to 2016 data from the World Health Organization, 19.7% of people aged 18 or over in India were either overweight or obese, up 5.5 percentage points from 2005.

As the overall lifestyle of Indians is changing, particularly with the rise in obesity rates, McDonalds has accelerated its efforts to provide more food choices with better nutritional profile- that are higher in fibre and protein, lower in fat and sodium, leading consumers in the direction of healthier lifestyles alongside strengthening nutrition education in the community.

Achievements

Westlife Development, an operator of McDonald's franchise chains in West and South India, has made its menus much healthier. It slashed the level of sodium in french fries, chicken nuggets and sauces by 20% compared to conventional products. With reduced oil content in its mayonnaise, calories and fat per serving have declined as well¹.

The patties have also been fortified with natural dietary fibre, increasing its fibre content by 20-25% compared to its conventional products. Additionally, the company has also replaced flour, egg and vegetable wraps with whole-grain ones that contain more dietary fibre, vitamins and minerals.

¹ Hayakawa. A (2018) [McDonald's India adapts to lure health-conscious and religious diners.](#)