

Use Of A Custom Database For Nutrition Labeling And Consumer Information

Janet Helm, MS, RD, McDonald's Corporation

Since 1973, McDonald's has made nutrition information available to help customers make informed choices. A variety of nutrition materials are offered including McDonald's Food Facts, which will be revised to be consistent with NLEA. Additionally, McDonald's was the first quick service restaurant to post complete nutrition and ingredient information with a permanent in-lobby poster.

McDonald's database is comprised of analytical analysis from Hazelton Laboratories and McDonald's suppliers. The industry version of Food Processor II is modified to include the analytical analyses of proprietary products. Data is entered for individual product components to allow for a calculated analysis of completed menu items. To maintain and update menu items, the "recipe" can be adjusted using the software program. The analytical analysis is supplemented with values from Food Processor II to complete the "recipes" (e.g., lettuce, tomatoes). Calculated analyses are frequently used for test products and to obtain an early estimate prior to the analytical analyses.