

McDonald's adding fruit, vegetables to its menu

By Leslie Patton, Bloomberg

McDonald's Corp., which sells 750-calorie Double Quarter Pounders with cheese, will start offering fruit, salads and vegetables instead of fries with value meals in a push to get its diners to make healthier choices.

The world's largest restaurant chain also will only advertise water, milk and juice for its kids' Happy Meals, according to a statement from the company and the Alliance for a Healthier Generation, a group founded by the Clinton Foundation and American Heart Association that works to reduce childhood obesity. They didn't specify the type of vegetables available.

McDonald's and rivals have been trying to shed their image as purveyors of fatty foods in a nation where about two-thirds of the population is considered overweight or obese. While the Oak Brook, Illinois-based fast-food chain in 2012 introduced a lower-calorie menu, Americans are loathe to eat their vegetables, Chief Executive Officer Don Thompson has said.

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