

McDonald's SA launch "Know Our Food" programme

McDonald's SA has announced the launch of 'Know Our Food', a transparency journey programme delivered through digital platforms. The programme is aimed at answering customers' questions about where their food comes from, what's in it and how it is prepared.



The 'Know Our Food' programme demonstrates McDonald's ongoing commitment to engage openly about their practices and products. This follows similar initiatives by McDonald's in other countries, including the US, Canada, Australia and the UAE.

According to Daniel Padiachy, Chief Marketing Officer for McDonald's SA, "'Know Our Food' is a continuation of our transparency journey which started with an Open Door programme, where we invited our customers to go behind the scenes of our restaurants

to witness our Quality, Service and Cleanliness (QCS) standards."

Two-phased approach

The 'Know Our Food' programme will be delivered in a two-phased approach. In phase one, customers will be able to access answers to most commonly asked questions about McDonald's food on a dedicated website and on Ask Google, using the Google Voice Search function on mobile devices. These include questions like: *How is my McDonald's made once I order it?*

"Customers are looking for transparency and more information to make informed food choices and through this programme we hope to demonstrate our pride in the food we serve to our customers," concludes Padiachy.

In addition, the 'Know Our Food' programme is supported by a number of behind-the-scenes [videos](#) showcasing McDonald's stringent quality standards.

Take a look at the Know Our Food question pages, which take searchers to their answers. These pages reveal information, either a behind-the-scenes video or image, as well as to guide consumers to the Know Our Food website:

- [OK Google, does McDonald's use real meat?](#)
- [OK Google, are McDonald's Chicken McNuggets made with pink slime?](#)
- [OK Google, are McDonald's fries made from powder?](#)
- [OK Google, are McDonald's milkshakes really made from potatoes?](#)
- [OK Google, how is my Big Mac made once I order it?](#)
- [OK Google, does McDonald's use real chicken?](#)
- [OK Google, are McNuggets made with real chicken?](#)
- [OK Google, how is my McDonald's made once I order it?](#)
- [Does '100%' beef mean that you use 100% of the cow?](#)
- [Are your eggs even real? Why do they look so perfect?](#)
- [Is there pink slime in your Chicken McNuggets?](#)
- [How is my burger made? Does it sit there all day waiting to be ordered?](#)
- [Is McDonald's SA Halaal?](#)
- [Do you really dip your fries in beef fat?](#)
- [Are your milkshakes really made from potatoes?"](#)