



For Immediate Release

**McDonald's** Going an **Extra Mile to Reduce Plastic** with **Aaron Kwok** and **Pinkfong's Baby Shark** through Happy Meal books on **Environmental Education**  
**Switching to Wooden Cutlery to**  
**Reduce the Use of 100 million Plastic Pieces** per Year for Our Planet



**Caption:** McDonald's Hong Kong announced to cease providing plastic cutlery and introduce wooden cutlery at all McDonald's restaurants and McCafés in phases\* starting from today onwards to reduce the use of plastic by nearly 100 million pieces per year.

**[Hong Kong, September 22, 2022]** – McDonald's has always been committed to building a sustainable community and creating shared value for society by focusing on *green operations*, *menu sustainability*, *community engagement* and *youth opportunities*. In recent years, McDonald's has introduced green options for its products and packaging to help combat global climate change. **Today, McDonald's is delighted to announce its plan to cease providing plastic cutlery and introduce wooden cutlery at all McDonald's restaurants and McCafés in phases\***. McDonald's has also partnered with superstar **Aaron Kwok** as its **green ambassador** and launched a series of children's storybooks with Pinkfong's **Baby Shark** focusing on environmental education to encourage everyone to practice green living together.

**Randy Lai, CEO of McDonald's Hong Kong**, said, "McDonald's has been a part of Hong Kong's social fabric for the past 47 years. Over the years, we have been incorporating sustainability concepts in our business strategy and operations to contribute to a greener planet. This year, we are proud to achieve another



sustainability milestone by **switching to wooden cutlery** at all McDonald's restaurants and McCafés, reducing the use of 100 million pieces of plastic cutlery per year. By encouraging our customers to practice green living and make small changes every day, we **go the extra mile to protect the environment** with our customers."

#### **New milestone for green operations: Introduce wooden cutlery to replace plastic**

The new initiative is another major milestone for plastic reduction since McDonald's 'Say Bye to Straws' campaign in the first quarter of 2021, where all iced drinks get served with newly designed strawless lids. Starting today, all McDonald's restaurants and McCafés will cease to provide\* plastic cutlery and gradually switch to wooden cutlery including spoons, forks and knives. McDonald's estimates the change to wooden cutlery will cease the production of nearly 100 million pieces of plastic per year. This demonstrates McDonald's commitment to sustainability by taking a step further to protect the environment and combat global climate change.

#### **Aaron Kwok as green ambassador and launched all-new storybook with Baby Shark**

As one of the largest children's storybook publishers in the world, McDonald's has always promoted environmental protection education through its books from Happy Meals. **Baby Shark**, the cultural icon behind the most-watched YouTube video with more than 10 billion views globally, is owned by The Pinkfong Company. McDonald's collaborated with **Baby Shark** to launch a brand-new series of Happy Meal storybooks with six themes focusing on environmental protection: *Plastic Reduction 101*; *Straws? NO!NO!NO!*; *Help The Forest*; *Baby Shark: The Energy Saver*; *Big Waster? NOWAY*; and *Let's Defeat the Rubbish Demon*. The series aims to educate the next generation on sustainability with engaging content, helping to build awareness for environmental protection starting from a young age. McDonald's has also invited superstar father **Aaron Kwok**, who is known to be passionate about environmental causes, to become a **green ambassador** who promotes the idea of plastic reduction and encourages the public to practice green living. Please visit McDonald's Hong Kong YouTube channel for watching the latest collaborated video featuring **green ambassador Aaron Kwok** and **Baby Shark**: <https://www.youtube.com/watch?v=eAVqH9hJRGo>

#### **Baby Shark has landed at the McDonald's Restaurant at Hung Hom Station**

**Baby Shark** landed at the McDonald's restaurant at Hung Hom Station today, presenting a paradise with **Baby Shark**-themed decorations to family customers. The restaurant is decorated with **Baby Shark** and other characters, where installations like **"Interactive Environmental Protection Bus Stop"**, **"3D Environmental Protection Book"**, and **"Reduce Plastic and Find the Differences"** are set in the PlayPlace at the back of the restaurant. Families can spend time taking photos and enjoying their tasty meals whilst learning about environmental protection at one time.

#### **Encouraging the industry moving towards innovative green development**

Since its establishment in Hong Kong 47 years ago, McDonald's has continually enhanced its sustainable development and green operations. In 2019, the **McDonald's restaurant in Hung Hom Station** reopened with a fresh image and became the first-ever Hong Kong eatery to achieve the LEED (Leadership in Energy and Environmental Design) **platinum certification** from the U.S. Green Building Council in the category of Interior Design and Construction. Due to outstanding and innovative performance in energy efficiency and



Innovation, the restaurant received global recognition for its energy and environmental design and construction.

As a pioneer in Hong Kong's catering industry, McDonald's is committed to achieving new milestones and fostering sustainable development amongst the community. In early 2008, McDonald's began **converting waste cooking oil** from all its restaurants into reusable energy such as biodiesel. Attempting to **achieve 100% no kitchen waste**, McDonald's adopted a Made-For-You system in 2009 to minimize waste from pre-made meals by only preparing food after receiving orders. McDonald's started implementing high-efficiency LED lighting in phases across its operations in 2012, which helps **reduce over 2 million kilograms of carbon dioxide emissions annually**. In 2018, McDonald's aimed for the **complete elimination of foam packaging**, and **paperless transactions** from 2020 by using the McDonald's app. The total reduction of paper usage per year was equivalent to 3,500 standard-size basketball courts. With its vision of sustainable development, McDonald's has reviewed its use of ingredients and menu so as to provide wholesome offerings to customers. For instance, the fish fillets in McDonald's Filet-O-Fish are made from Northwest Pacific Ocean pollock that are caught in a sustainable development area **certified by the Marine Stewardship Council (MSC)**, a group which aims to protect precious marine resources and their environment. Additionally, **100% Rainforest Alliance certified** sustainable coffee beans from Arabica are used in McCafé coffee products. Catching up with the emerging flexitarian trend, McDonald's offers a **plant-based** New Luncheon Meat and New Tuna menu and has partnered with Swedish oat milk brand, Oatly, to present the Salted Caramel Oatly Latte as a green option for customers.

*\*Starting from 22 September 2022, plastic spoons, plastic forks, plastic knives and plastic cutlery bags will cease to be provided. The remaining cutlery including McFlurry spoons and McCafé long black spoons will cease to be provided in the next phase.*

—END—



## Key Sustainability Milestones

Year	Sustainability Initiative
2022	<p><b>Second Collaboration with Green Monday: New Tuna Series</b> An innovative green option, New Tuna, is available at all McDonald's restaurants and McCafés.</p> <p><b>McCafé's Collaboration with Swedish Oat Milk Brand Oatly</b> Oatly oat milk option is available for flexible choices from April 2022.</p>
2021	<p><b>Using FSC Certified Packaging Materials</b> McDonald's began adopting FSC certified packaging materials from January 2021.</p> <p><b>McDonald's 'Say Bye to Straws' Campaign</b> In the first quarter of 2021, all McDonald's and McCafés began carrying out the McDonald's 'Say Bye to Straws' campaign, where all iced drinks are now served with newly designed strawless lids.</p>
2020	<p><b>100% Rainforest Alliance Certified</b> 100% Rainforest Alliance certified sustainable coffee beans from Arabica are now being used in McCafé coffee products.</p> <p><b>First Collaboration with Green Monday</b> First introduced in McDonald's breakfast menu in October 2020, the New Luncheon series was well received by customers. More than 4.75 million meals of the New Luncheon series have been sold to date, which is equivalent to 24,000 tonnes of CO2 emission reduced, and planting 1 million trees.</p>
2020	<p><b>Paperless Transactions</b> Increased use of the McDonald's app helped to reduce paper waste in all its offices and restaurants. The total reduction of paper usage per year was equivalent to 3,500 standard-size basketball courts.</p>
2019	<p><b>100% Committed to Green</b> The McDonald's Hung Hom store is the very first officially LEED Platinum Certified restaurant in Hong Kong, taking McDonald's a step further in its journey to fully green operations.</p>
2018	<p><b>100 % No Straw</b> McDonald's began carrying out its 'No Straw Everyday' campaign, and also replaced plastic stirring rods with wooden stirring rods.</p> <p><b>100% No Foam Packaging</b> McDonald's aimed for complete elimination of foam packaging by 2018.</p> <p><b>Bring Your Own Cup</b> McCafé began offering ceramic cups or glasses and ceramic plates with stainless steel cutlery for dine-in customers where possible. Customers also started being encouraged to bring their own cups. McCafé also launched its own line of travel mugs to support the use of reusable cups.</p>
2016	<p><b>Launch of Wholesome Choice</b> McDonald's began offering a free swap of Fries for a Fresh Corn Cup in set meals, and also launched its new Caesar Salad Meal.</p>
2012	<p><b>100% LED Lighting</b> McDonald's has started using high-efficiency LED lighting in phases across its operations since 2012. This has cut carbon dioxide emissions by over 2 million kg annually. McDonald's also sets a guideline for energy conservation at its restaurants, for example, a schedule to turn unused equipment off to reduce unnecessary energy usage.</p>



2009	<b>100% No Kitchen Waste</b> McDonald's adopted a Made-For-You system to prepare food only after receiving orders, to minimise waste from pre-made meals, attempting to achieve 100% no kitchen waste.
2008	<b>Waste Oil Recycling</b> In collaboration with a waste oil recycling company approved by the Environmental Protection Department, McDonald's now converts waste oil from all its restaurants into reusable energy such as biodiesel. McDonald's has also been the recipient of the Friends of EcoPark Award from the Environmental Protection Department for eight consecutive years.





**Redemption period of the Happy Meals collaboration with Baby Shark**

From 23 September onwards	 <p>Plastic Reduction 101</p>	 <p>Straws? No! No! No!</p>
From 30 September onwards	 <p>Help the Forest</p>	 <p>Baby Shark, the Energy Saver</p>
From 7 October onwards	 <p>Big Waste? NOWAY!</p>	 <p>Let's Defeat the Rubbish Demon</p>



Images:



Caption: Randy Lai, CEO of McDonald's Hong Kong, announces McDonald's Hong Kong's plan to cease providing plastic cutlery and introduce wooden cutlery at all McDonald's restaurants and McCafés in phases\*.



Caption: McDonald's Hong Kong has also partnered with superstar father Aaron Kwok as its green ambassador and launched a series of children's storybooks with Pinkfong's Baby Shark focusing on environmental education to encourage everyone to practice green living together.