



McDonald's Corporation
McDonald's Plaza
Oak Brook, Illinois 60521
(312) 887-3465
Direct Dial Number

April 18, 1975

Ms. Jennie C. Peterson
Hearing Clerk
Department of Health, Education
and Welfare
Food and Drug Administration
Rockville, Maryland 20582

Dear Ms. Peterson:

...As to the suggested use of our sandwich boxes as the vehicle for conveying nutritional information, we have the following comments.

This packaging is designed to not only maintain the integrity of the product to the point of consumption, but also for the purpose of providing a sanitary "plate" from which the sandwich is eaten. Therefore, immediately upon opening the packaging, the printed portion is face down, and the food is eaten from the inside (or blank) side of the box. The same applies to the sandwich wrap...

...Providing nutritional information panels on the proposed polystyrene container poses a variety of technical difficulties. Consequently, the medium of communication suggested by the respondents, i.e. wrap, boxes, constitutes an impractical and unpredictable vehicle...

Very truly yours,

Norman D. Axelrad
Vice President - Public Affairs

NDA:ak

cc: Commissioner, Food & Drug Administration
Mr. Taylor Quinn
Mr. Sam Fine