

McDonald's Israel in Consumer Foodservice (Israel)

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Abstracts

After the Minister of Health attacked McDonald's claiming it was junk food that should not be sold in Israel, the company started campaigning and telling people about the healthy aspects of its products. McDonald's publishes the nutritional value of its meals on its website. In addition, the company began publicising the fact that its burgers are 100% meat. In addition, the company claims that it uses less salt and fat and offers more vegetables in its menus. The company aims to change the way...

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