

Why?

Dear John Betts,
President & CEO, McDonald's Restaurants of Canada Ltd.

McDonald's is a very special place.

It is a place where families enjoy meals together, groups hold birthday parties and, in some locations, kids even play indoors regardless of the weather.

And, until very recently, it was a very special place for the millions of Canadians affected by potentially life-threatening food allergies. In fact, McDonald's was one of the places where both parents and children felt safe and confident. We've always taken responsibility for managing our own allergies, and you've provided options to meet our needs.

Which is why it comes as such a disappointment that you have changed how you manage nuts in your restaurants, and have decided on a vague "may contain" warning that calls everything you serve into question for those living with any food allergy.

When a chain with the size and reputation of yours makes a decision like this, it sends a clear message that you put a higher value on the introduction of a new dessert than you put on the value of our loyalty.

So sadly, you have lost both the confidence and business of the millions of individuals and families across Canada that, until just a few days ago, could always count on you.

It doesn't have to end this way. In fact, there are immediate steps you can take to regain our trust. You can let us know which practices you will continue to have in place to minimize the potential for cross-contamination in your restaurants. You can also only use the "may contain" statement on products as needed so it is not a blanket statement on all of your menu items.

In short, you can reaffirm your commitment to offering a safer dining experience for all guests across Canada.

Until this happens, it's going to be hard to say goodbye, but we hope you understand that we're not leaving you because we want to.

We're leaving because we have to.

Please reconsider your decision and meet with us about this issue.

Sincerely,

The families of Food Allergy Canada

