

The image below is based upon an original Mcdonalds flyer, in which a beautifully photographed, high contrast red pepper is used to extol the virtues of a fast food diet.

The information on the back of the leaflet is worded so that it coincides completely with the legal rulings given by the judge in the Mclibel case, i.e you can't get sued for printing and distributing this leaflet ;-)

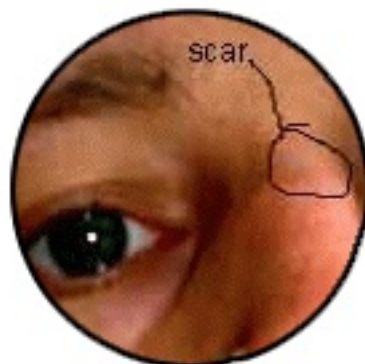
Further information:

www.mcspotlight.org

www.adbusters.org

www.irational.org

www.rtmark.com





updated may2k

face facts

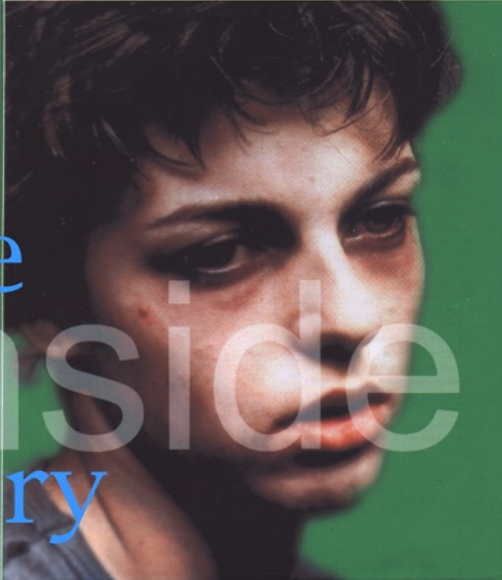


Our food.

Our food. The inside story

FOOD

The inside story



What we do

The inside story

ENVIRONMENT



Here at McDonald's we are proud of our commitment towards damaging the environment. Whilst we do not cut down the rainforests, our cattle graze on land which was once forest and was cleared for our benefit.

NUTRITION



We claim that our food is nutritious, which means it contains nutrients. All foods contain these, even coffee and water. So when we say our food is nutritious it doesn't mean it is good for you. Our food is high in fat, salt and sugar, and low in vitamins and minerals. This means that in the long term it is unhealthy.

ANIMAL WELFARE



We want our burgers to be cheap. This means that the suppliers of the meat also have to be cheap. In order to cut costs intensive farming methods are employed which means conditions are cramped, and animals are likely to endure suffering.

MORE INSIDE STORIES@WWW.MCSPOTLIGHT.ORG



updated may2k

face facts

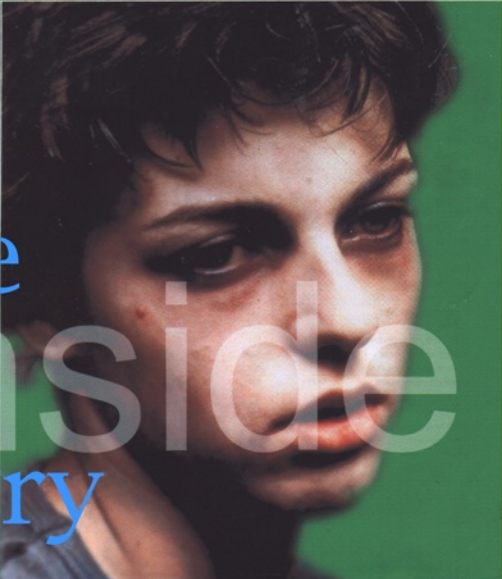


Our food.

Our food. The inside story

FOOD

The inside story



What we do

The inside story

ENVIRONMENT



Here at McDonald's we are proud of our commitment towards damaging the environment. Whilst we do not cut down the rainforests, our cattle graze on land which was once forest and was cleared for our benefit.

NUTRITION



We claim that our food is nutritious, which means it contains nutrients. All foods contain these, even coffee and water. So when we say our food is nutritious it doesn't mean it is good for you. Our food is high in fat, salt and sugar, and low in vitamins and minerals. This means that in the long term it is unhealthy.

ANIMAL WELFARE



We want our burgers to be cheap. This means that the suppliers of the meat also have to be cheap. In order to cut costs intensive farming methods are employed which means conditions are cramped, and animals are likely to endure suffering.

MORE INSIDE STORIES@WWW.MCSPOTLIGHT.ORG

