

Name: _____

McBubble Gum-Flavored Broccoli??

everyone know that kid's hate broccoli, Macdonald's wanted to know if it was the food or just the flavor. Donald Thompson, the companys CEO in 2014 got onto a health kick and wanted to make sure that the number 1 fast food place for kid's were doing there part. They had already cut their Happy Meal french fries by half and substituting fruit for the other half. That, however was not enough

Vegetables. Kids need vegetables. So he got his people onto the task of finding ways to entice children into eating more of them. Their idea? Change the flavor of broccoli to bubble gum. Expectations was high until the focus group of children was brought in, they were not excited about trying it. after doing, they were confused by the taste. Their was no desire to eat more of it. So the idea ended up in the trash, along with all the left over bubble-gum flavored broccoli and Americas children are free to eat more Fries once again!

