



i'm lovin' it®

# 25 YEARS

## OF McDONALD'S® CHICKEN McNUGGETS®



### 1983

McDonald's introduces Chicken McNuggets to its national menu. The national launch is supported by the "McNugget Mania" advertising campaign.

### 1984

Chicken McNuggets are introduced in Canada, Japan, France, and Germany.

### 1986

McNuggets Shanghai, accompanied by a pair of chopsticks, a fortune cookie and a choice of sweet and sour, teriyaki or hot mustard sauce, was introduced to the menu as a temporary promotional item.

### 1988

McDonald's introduces the promotional product Fiesta McNuggets, which came with a collective coin.

### 2003

McDonald's switches to Chicken McNuggets made with all white meat to enhance the quality and flavor of the popular menu item.

### 2007

McDonald's launches a regional television commercial featuring the "McNuggets® Rap."

### 2008

McDonald's celebrates the 25th anniversary of Chicken McNuggets by launching an online fan community for McNuggets enthusiasts at

[www.Nuggnuts.com](http://www.Nuggnuts.com)

