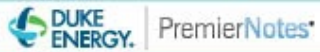


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Food

McDonald's launches healthier new Egg White Delight McMuffin breakfast sandwich

Starting Wednesday, the fast food chain will offer a new version of the classic Egg McMuffin that will have fewer calories, more fiber and less fat.

BY GINA PACE / NEW YORK DAILY NEWS

TUESDAY, APRIL 23, 2013, 5:54 PM



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MCDONALD'S

The new Egg White Delight McMuffin at McDonald's.

McDonald's is launching its first new breakfast sandwich in a decade, and unlike its sweet and salty McGriddle, it's designed to appeal to health-conscious customers.

The new Egg White Delight McMuffin will be available Wednesday. Coming in at 50 calories less than the traditional Egg McMuffin, it's served on a whole grain English muffin with white cheddar cheese and lean Canadian bacon. The new sandwich is 250 calories, with 18 grams of protein and 8 grams of whole grain. The classic McMuffin has 12 grams of fat; the new one has 7 grams.

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"McDonald's paid attention to what customers want, and they want to be healthier," said Sharon Richter, a registered dietician who spoke at the product launch Tuesday in Times Square. "Breakfast is a key element in starting your day, and you want to make sure that the fuel you are putting in your body is as balanced as possible."

Olympic gold medalist Gabby Douglas came out for the launch, touting the product as a healthy option.

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Egg whites will also be available for substitution on other McDonald's breakfast sandwiches. While prices are up to individual franchise owners, the suggested retail price is \$2.69, and McDonald's is advising locations to not charge extra for egg white substitutions on other sandwiches, said Noelle Laughter, a spokesperson for McDonald's.

The company recently launched the McWrap, which includes more vegetables than traditional McDonald's sandwich offerings.

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