

History of the Happy Meal

We're celebrating the 40th anniversary of the first-ever Happy Meal by bringing back iconic toys at participating restaurants in more than 90 countries worldwide in the limited-edition **Surprise Happy Meal***. Join us for a trip down memory lane and learn more about this beloved icon!

1979

The Legacy Begins

First introduced as a Circus Wagon Happy Meal in June 1979, the Happy Meal launches across the U.S., offering families a fun way to enjoy a meal together.

1982

Happy Meal Goes International

The Happy Meal expands globally, debuting in Latin America and quickly expanding to Australia, Hong Kong and New Zealand.

1984

A Dippable New Addition

Chicken McNuggets join the Happy Meal in the U.S. They have since become a popular offering, even inspiring future Happy Meal toys.

1991

Happy Meal Takes Flight

From 1991 to 2001, families flying from Chicago to Orlando could pre-order an in-flight Happy Meal.

1998

The 1st Global Promotion

McDonald's celebrates Disney's *Mulan* with the first international Happy Meal, featuring identical packaging in 38 different languages.

2013

Happy Meal Goes Digital

McDonald's introduces McPlay and Happy Studio, learning apps with games and activities featuring kids' favorite characters.

2013

Soda Removal

McDonald's removes soda from the Happy Meal menu boards and advertisements, prompting an increase in customers choosing milk and juice.

2019

Happy 4-0 To The Happy Meal!

With 1 billion Happy Meals sold globally each year in more than 100 countries, McDonald's celebrates 40 years of feel-good moments with the Surprise Happy Meal.

2018

More Happy Meal Choices

McDonald's announces that it has served more than 6.4 billion fruit, vegetable, low-fat dairy and water options in the Happy Meal since 2013 globally.

2018

Happy Meal Readers

The "Happy Meal Readers" program is introduced as part of McDonald's commitment to spread the joy of reading to more families globally and distribute 540 million books by the end of 2019.



*At participating restaurants starting 11/7 while supplies last

©2019 McDonald's