Amsterdam, June 3, 2025 – McDonald’s reintroduces the Meatless McKroket: a locally developed product that makes meatless eating accessible to the Dutch public.

This updated classic, made with PrimeJack® jackfruit, combines the familiar taste of the beef McKroket with an innovative and sustainable twist. Based on feedback from our guests, we now offer two variants: the classic beef McKroket and the updated Meatless McKroket.

In addition to the Meatless McKroket, the McChicken, Spicy McChicken, McCrispy, Chicken Wrap, and Chicken Salad are permanently available in meatless versions. For even more variety, we also offer seasonal meatless chicken products such as the Meatless Chicken Sensation earlier this year.

We listen to our guests. We take action. We give our guests the choice.

Our guests wanted both versions of the McKroket on the menu: the meatless and the beef variant. To ensure we can offer both at the same time, we have carefully adjusted our operational procedures. Thanks to these improvements, McDonald’s can now guarantee both the classic beef McKroket and the Meatless McKroket. These steps enable us to offer our guests a choice.

Making meatless eating accessible
Dolly van den Akker, Impact Director McDonald’s Netherlands: “With the addition of the Meatless McKroket to our menu, McDonald’s makes meatless eating easy and appealing for everyone. We’re responding to the flexitarian group, which now makes up 53% of the Dutch population. With the Meatless McKroket, we show that a meatless burger can be tasty, convenient, affordable, and also have a positive impact on the planet.”

A local product with global impact
The Meatless McKroket is an exclusive Dutch product, developed in collaboration with Van Geloven, FiberFoods Group, and McDonald’s Netherlands. Together, we show that sustainability and innovation go hand in hand. Our restaurants, mostly run by local entrepreneurs, reflect society and welcome millions of guests each week. This presents an opportunity to drive positive change and introduce consumers to a flavorful meatless burger.

Chantal de Hond, Sales OOH & CSR Program Manager, Van Geloven: “The world is shifting toward a plant-based future. As the supplier of the beef McKroket, we at Van Geloven are especially proud to have contributed to the development of the Meatless McKroket. With an innovative Dutch-made jackfruit ragout, we take a step towards sustainable growth together with McDonald’s Netherlands.”

Inez van Oord, founder of FiberFoods: “The Meatless McKroket is made with PrimeJack®, a 100% plant-based jackfruit ingredient from FiberFoods. PrimeJack® is sustainable, nutritious, and a great alternative to meat and fish. It has a meaty texture while delivering the taste and color of the beef McKroket, with a significantly lower environmental impact. The entire supply chain—from harvest and drying to transport—has a footprint of only 0.34 kg CO₂e per kilo of jackfruit. Furthermore, PrimeJack® is a clean-label ingredient, free of allergens and cholesterol and rich in dietary fiber. It is sustainably produced in cooperation with small farmers in East Africa, with fair pricing and regenerative agricultural practices at its core.”

End of press release – note to editors

For further questions or contact:
Press Office
McDonald’s Netherlands
Phone: 06-21554094
Email: Pers.MCDNL@nl.mcd.com

About McDonald’s Netherlands
McDonald’s Netherlands aims to connect and move Dutch society forward. The average guest visits a McDonald’s restaurant once per quarter to enjoy a variety of choices and iconic products. McDonald’s Netherlands has over 260 restaurants and 64 franchisees who are actively involved locally. In total, 22,000 people work at McDonald’s Netherlands. The crew members in our restaurants are the beating heart of our company. They prepare our products with care every day. McDonald’s is one of the world’s most iconic and trusted brands. We take our responsibility seriously to positively contribute to society. All our sustainable and socially responsible initiatives are integrated into our operations, so we can together make a real impact for the planet and the society of tomorrow.