

Name _____

Why Do Some Fast Food Restaurants Offer Toys with Kids' Meals?

Short Answer Key

1. Toys in kids' meals encourage family visits to fast food restaurants by making the dining experience more appealing to children. When kids see their favorite toys on the menu, they are more likely to ask their parents to visit that specific restaurant.
2. Themed toys create excitement for kids during special occasions by offering something unique and related to the holiday or event. This novelty adds to the overall experience, making dining out more enjoyable for children.
3. Educational toys in kids' meals can benefit children's development by promoting skills like problem-solving, creativity, and reading. They provide an opportunity for learning while having fun, which can be especially valuable for young minds.
4. The importance of balancing the fun factor of toys with a healthy meal lies in ensuring that children have a nutritious and balanced diet. Parents should make sure that even if a kids' meal comes with a toy, it still includes wholesome food choices.
5. Fast food restaurants want to build brand loyalty from a young age to create a positive association with their brand that children will carry into adulthood. This can lead to lifelong customers who have fond memories of dining at those restaurants as children.

