



# McLibel: Burger Culture on Trial

*John Vidal*

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## **McLibel: Burger Culture on Trial** John Vidal

*McLibel* is the unlikely but true story of how a pamphlet called “What’s Wrong with McDonald’s?” led to the longest trial in British history. In what has become front-page news around the globe, the trial pitted the multibillion dollar corporation against five members of London Greenpeace accused by McDonald’s of libel. Three activists capitulated and apologized; two persevered.

*McLibel* tells the story of the “McLibel Two” and the two-and-a-half-year trial in which the jeans-clad and impoverished defendants represented themselves against the best powdered-wig lawyers McDonald’s could buy.

Does the fast-food chain exploit children? Depress wages? Level South and Central American rain forests? Subject its cattle and chicken to mass slaughters? A final chapter explores these allegations and details the \$98,000 verdict against the activists Morris and Steel, which is widely viewed as a moral victory for the defendants and a public relations fiasco for McDonald’s.

Environmental reporter John Vidal covered all two and a half years of the trial. In the tradition of Michael Moore’s *Roger and Me*, he brings this David and Goliath story to life, shedding light on the corporate machinations of a secretive multinational company, the British legal system, and the implications for any individuals inclined to critique a \$30-billion-a-year powerhouse.

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