

PRODUCT ALERT

4 August, 2014



BATTLE OF THE BIG BURGERS FOR PERMANENT POSITION

Thanks to popular demand on its Facebook page, McDonalds is bringing back two long time favourite burgers – The Boss and the McFeast. Fans will be rewarded with their mouths with the most popular staying on the menu.

The quintessential big eat burger, The Boss is made up of two tender beef patties packed with one slice of Swiss cheese and regular cheese, lettuce, tomato, onion, mustard and ketchup housed in a toasted sesame bun, and will definitely leave you feeling satisfied.

Meanwhile, the McFeast ticks all the boxes for burger fans – comprising one quality New Zealand beef patty, cheese, tomato, lettuce, pickles, and three sauces all on a classic sesame seed bun, this burger most certainly packs a punch.

They will both be on offer until 9th September 2014, so make sure you head to your closest Macca's to show your support for your favourite burger!



The Boss



McFeast

ENDS

Note to editors: Vouchers available for giveaways.

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 163 McDonald's restaurants across New Zealand, 80 per cent of which are owned and operated by local business men and women. The organisation employs over 9,000 people in restaurants nationwide, and is one of New Zealand's largest employers of youth. McDonald's was awarded 'retail employer of the year' by Retailworld. In 2013 McDonald's spent around \$180 million with local suppliers, while New Zealand producers exported over \$465 million of food to other McDonald's markets. McDonald's is the primary supporter of Ronald McDonald

House Charities in New Zealand, which provides accommodation for the families of seriously ill children and other services including mobile dental care units. For more information visit www.mcdonalds.co.nz

Check out McDonald's New Zealand on Facebook www.facebook.co.nz/mcdonaldsnz or Twitter @Maccasnz.

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