



The apple of your eye

Apple pies have been on the menu at McDonald's since the company arrived in Aotearoa nearly 50 years ago – and they're as popular as ever.

KIWIS DEVOUR MORE than two million McDonald's apple pies a year. Sweet, hot and deliciously cinnamon-y, the popular dessert at Macca's is a 100 percent locally grown and produced treat that's been on the menu for nearly 50 years.

McDonald's has long demonstrated a commitment to supporting local food producers. Recognising that having a sustainable and ethical supply chain not only benefits the planet but also meets the evolving expectations of consumers, the company sources 90 percent of all ingredients used in New Zealand menu items from local producers and suppliers, often working in longstanding partnerships to ensure top-quality produce.

APPLE FACTS

New Zealand-grown apples feature in more than just apple pies: the crisp, juicy apple slices in McDonald's Happy Meals are royal gala, popular with kids who love their sweet flavour. McDonald's apple snacks don't go brown because they're treated with NatureSeal, a vitamin C-based product designed to help maintain the natural taste, texture and colour of fresh-cut fruits and vegetables. NatureSeal has been given the thumbs-up by the Australia and New Zealand Food Standard Code.

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LIFE OF A PIE

It takes only six minutes to heat a Macca's apple pie, and not much longer to eat it, but the process of growing and harvesting the fruit and preparing the apples for cooking takes considerably longer.

Green granny smith apples, chosen for their tart flavour and firm, white flesh, are sourced from Hawke's Bay and Nelson, where the sunny, warm climate and fertile soil produce ideal growing conditions. The trees are nurtured for up to six years before they start producing apples.

Harvest time is between February and April each year. The orchard-fresh apples are sliced and prepared by Fresh Slice in Hastings, then transported to Richmond Foods, the Rotorua bakery that's been making pies for McDonald's since the company opened its first New Zealand restaurant in 1976. These clever people can

make 10,000 pies an hour, flavouring the sliced apples with cinnamon, lemon and nutmeg before encasing them in pillow-shaped pockets of pastry made from New Zealand milled wheat. The glazed pies are then distributed frozen to restaurants around the country, where they're heated and served. The rest is over to you!



McDONALD'S IN AOTEAROA

Since its first restaurant opened in 1976, McDonald's New Zealand has grown to nearly 170 restaurants, 85 percent of which are locally owned and operated. Macca's employs more than 12,000 people nationwide and is one of New Zealand's largest employers of young people.