



PRESS RELEASE

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Kiwi legend Georgie Pie arrives in Christchurch

- *Georgie Pie was sold in Christchurch for a short time back in the early 90s*
- *Christchurch company, Moffat, manufacturing over 250 ovens to bake fresh in restaurants, and over 200 hot holding cabinets*
- *Nationwide rollout complete by end Feb*

McDonald's New Zealand today announced that from Monday 3 February, the Kiwi legend, Georgie Pie, will be available in the garden city.

The national rollout of the iconic Steak Mince 'N' Cheese pie commenced in October last year following a successful trial. The iconic square-shaped pies are now sold in 80 per cent McDonald's restaurants across the country with the majority of restaurants selling pies by mid this year.

Baked fresh in store and made to the original recipe, the pies will be sold at McDonald's Kaiapoi, Rangiora, Merivale, Moorhouse, Rolleston, Sydenham, Hornby, Riccarton, Linwood and Christchurch Airport.

McDonald's NZ Managing Director Patrick Wilson says Georgie Pie was only sold in Christchurch for a short time in the early 90s, opening in Riccarton in 1994, a couple of years before it closed.

"We hope customers familiar with the brand, and those who never had the opportunity to try Georgie Pie before, enjoy the product," says Mr Wilson.

Christchurch has played a key role in the iconic pie's return with Christchurch-based company Moffat manufacturing all 250 ovens and 200 hot holding cabinets required for baking the pies in restaurant. The ovens and hot holding cabinets have been distributed to McDonald's restaurants right across the country for the national roll-out.

In addition, parts of the documentary '[Bring Back the George](#)' were filmed in Christchurch in 2008 and shows just how much the Georgie Pie brand evokes a lot of passion for Kiwis and the level of demand for the pie's return.

The Steak Mince 'N' Cheese pie is made using quality New Zealand beef and Georgie Pie's unique short pastry, formed in the distinctive square shape. The only significant alteration to the original Steak Mince 'N' Cheese recipe was the removal of added MSG. It is baked fresh in the restaurant and held for no longer than two hours.

McDonald's is also trialling additional flavours which it plans to introduce in the near future.

The Steak Mince 'N' Cheese Georgie Pie will continue to be sold for \$4.50.

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Note to Editor:

Progressive Enterprises sold parts of the Georgie Pie business, the brainchild of Tom Ah Chee, to McDonald's in 1996, including 17 restaurant sites, trademarks and intellectual property. McDonald's converted a number of Georgie Pie sites to McDonald's restaurants, including the flagship Greenlane site. Georgie Pie employees in affected restaurants were offered jobs with McDonald's, and several franchisees became, and still, own and operate McDonald's restaurants. Progressive Enterprises continued to operate other Georgie Pie restaurants until the final restaurant on Kapa Road in Auckland closed.

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 162 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 2012 McDonald's spent around \$180 million with local suppliers, while New Zealand producers exported over \$320 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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