



EMBARGOED UNTIL 9 AM NZDT, FRIDAY 21 MARCH 2025

The World is Yours to Build: McDonald's Unlocks A MINECRAFT Movie Meal

Fans enter Creative Mode ahead of the film's release with a new, limited-time meal, The Nether-inspired hot sauce, collectibles with epic in-game exclusives and Happy Meal® toys



(Auckland – 20.03.2025)– From crafting pixel-perfect replicas of our iconic Golden Arches and world-famous menu items to stacking block upon block into full-on restaurants, fans have been building their love for McDonald's in MINECRAFT for years. And now, inspired by their imagination and the global big screen adventure A MINECRAFT MOVIE debuting in theaters on April 3rd, we're bringing the film's cinematic world to McDonald's fans of all ages with **A MINECRAFT Movie Meal and Happy Meal**.

Starting on April 2nd, fans will enter the McDonald's portal with the new limited-time meal, including exclusive collectibles and matching cards that unlock additional in-game experiences, a fiery hot sauce inspired by The Nether, special pixelated packaging, and more.

"It's truly exciting to see MINECRAFT and McDonald's come together in such a creative way both here in Aotearoa, and around the world," said Kylie Freeland, Managing Director of McDonald's NZ & Pacific Islands. "Both brands share a passion for creativity and connection, and this collaboration is a fun, new way for our community to experience McDonald's."



Explore Exclusive Collectibles and In-game Experiences

A MINECRAFT Movie Meal stars one of the six A MINECRAFT MOVIE x McDonald's themed collectibles inspired by McDonald's most beloved characters and menu items, and popular MINECRAFT treasures. Elevate your mining sessions with a Big Mac® Crystal, Birdie Wings, Fry Helmet, Grimace Egg, Soda Potion or Zombie Hamburger – and collect them all to stock up your inventory. Each collectible comes with a matching card and a code that fans can scan to unlock the exclusive skin in the MINECRAFT Marketplace.¹

- **Big Mac Crystal** - Mined from the sea of special sauce, this precious block derives its radiant shine from melty cheese and a toasty sesame seed bun.
- **Birdie Wings** - Keep your eye to the sky or you might miss the early bird soaring high above the clouds with a rare pair of elytra wings.
- **Fry Helmet** - Forged from the iconic French Fry box, this enchanted helmet is rumoured to protect you from friends stealing your last Fry.
- **Grimace Egg** - Emerging from the depths of a purple shake, this magical Grimace mob gets its shape from the most coveted egg of them all.
- **Soda Potion** - The electrifying effect of this potion is as mysterious as its recipe: an accidental combo of fantastic fizzy flavours.
- **Zombie Hamburger** - Little is known about this hungry mob who spawns late at night and wanders all biomes in search of hamburgers.

In addition to the collectibles and cards, McDonald's App customers have the chance to purchase an exclusive McDonald's MINECRAFT Marketplace add-on using their MyMacca's Rewards points. Fans who purchase the pack will receive a one-time redeemable code to unlock a McDonald's Add-On pack which includes additional components to your game play such as McDonaldland characters, builds and tools.



Build Your World, And Your Meal ft. Nether Flame Sauce.

Fans can choose any favourites medium combo (Big Mac®, Quarter Pounder®, McChicken®, Cheeseburger, Filet-O-Fish® or 6 pk Chicken McNuggets®) for their A MINECRAFT Movie Meal. Craving a saucy kick to your Chicken McNuggets®? Pair it with a side of Nether Flame – a limited-edition hot sauce inspired by The Nether with crushed red pepper and flaming cayenne, balanced with hints of garlic and sweetness.

So, head to your local McDonald's starting April 2nd and join us on a legendary A MINECRAFT MOVIE adventure, while supplies last.

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About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are over 170 McDonald's restaurants across New Zealand, 85 percent of which are owned and operated by local business men and women. The organisation employs over 11,000 people in restaurants nationwide and is one of New Zealand's largest employers of youth. In 2022, McDonald's spent more than \$214 million with local suppliers, while New Zealand producers exported over \$384 million of food to other McDonald's markets around the world. McDonald's is the primary supporter of Ronald McDonald House Charities New Zealand, who keep families close while their children are in hospital.

For more information visit www.mcdonalds.co.nz

Check out McDonald's New Zealand on Facebook [facebook.co.nz/mcdonaldsnz](https://www.facebook.com/mcdonaldsnz), Instagram <http://www.instagram.com/mcdonaldsnz> or Snapchat mcdonalds_nz

About A Minecraft Movie

Warner Bros. Pictures and Legendary Pictures Present A Vertigo Entertainment/On The Roam/Mojäng Studios Production, A Jared Hess Film, *A Minecraft Movie*. The film will be distributed by Warner Bros. Pictures worldwide and by Legendary East in China and released only in theaters and IMAX in North America on April 4, 2025, and internationally beginning April 2, 2025.

¹ At participating McDonald's for a limited time. While supplies last. ©2025 McDonald's ©2025 WBEI and Legendary. © Mojang AB. Terms apply. See minecraft.net/mcdonalds. Minecraft (purchased separately) with Minecraft Marketplace required. Internet access and Microsoft account required.