

**Media Alert**

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**MACCA'S CRACKING ON WITH FREE RANGE EGGS ROLLOUT**

- **90% of freshly cracked eggs used by McDonald's restaurants now free range**
- **Company on track to serve 100% free range freshly cracked eggs within six months as supplier capacity increases**

As the first major brand in New Zealand committed to serving only free range eggs, McDonald's NZ is on the home stretch - announcing today that 90 percent of the freshly cracked eggs restaurants use are free range. The final 10 percent will be rolled out within six months as supply catches up with demand.

McDonald's NZ Director of Marketing, Jo Mitchell, says: "Our customers are caring more and more for animal welfare and locally sourced ingredients, and are the driving force behind our move to free range eggs. It's exciting for us as a business to lead the way and make a change we know our customers will appreciate.

"We're an egg-loving nation, with McDonald's serving more than 11 million eggs last year alone – and with the success of our offerings like All Day Breakfast and Create Your Taste - our orders are increasing by the dozen. We're thrilled to now be serving free range eggs in over 130 restaurants, with only 30 restaurants, mainly in foodcourts, to go," says Mitchell.

Last year, McDonald's was the first major New Zealand company to announce a move to free range eggs and since then, several other companies have followed suit.

McDonald's free range egg suppliers Otaika Valley and Zeagold are expanding their free range operations to cater to the growing orders. Otaika Valley, General Manager, William Sandle, says they are grateful for the support of McDonald's NZ.

"Working closely with brands like McDonald's is great for our business and expansion plans. We are in the process of building another farm in Kaharoa, stretching 100 acres to home 100,000 birds. These plans will help meet growing demand over the next three to four years," says Sandle.

Customers can easily identify if their McDonald's restaurant is serving 100% free range eggs by looking for the logo on tray mats and digital menu boards.

**ENDS**

**For more information, please contact:**

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**About McDonald's New Zealand**

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 166 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' in 2011 by Retailworld. In 2015 McDonald's spent more than \$202 million with local suppliers, while New Zealand producers exported over \$211 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 take care of Kiwi families throughout their children's medical journeys, providing a 'home-away-from-home' and other support programmes.

For more information visit [www.mcdonalds.co.nz](http://www.mcdonalds.co.nz)

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