



Macca's Trials 'Cheeseburger with a Mullet' in One-Arvo-Only Event From social feeds to real life, the McMullet makes its debut in Penrose



Auckland, New Zealand (18.04.26): Canada had the McLobster. Mexico had the McMolletes. Now, New Zealand officially has the Cheeseburger with a Mullet.

After a wave of social posts calling for it, Macca's brought the idea to life with a one-afternoon-only trial of a distinctly Kiwi creation fans have dubbed the McMullet.

Today, McDonald's Penrose was filled with hundreds of mulleted fans, offering a free 'mulleted' Cheeseburger to anyone who showed up sporting the iconic hairstyle. For those not yet living the 'business in the front, party out back' lifestyle, barbers were on site to help customers commit on the spot.



McDonald's New Zealand Marketing Director, Luke Rive, said the trial was about responding to fans and testing ideas in real time.

"When we saw the videos on social, we thought, why not? After seeing fans call for it, it was great to see Kiwis show up and get behind the idea. We're always looking for ways to have a bit of fun and bring our fans along for the ride."



For those who missed out, the DIY version is simple: order a Cheeseburger with an extra slice of cheese and let it hang out the back.

“It’s the perfect match for any mullet, whether it’s a perm, a buzz cut or a classic Westie,” adds Rive.

And the best mullet of the day? Wesley Welsford from Torbay took home a year’s worth of Macca’s Cheeseburgers, along with 12 months of free mullet haircuts.



Wesley Welsford said he heard about the event through social media.

“My mates sent me through the link and said we should come down as myself and my sons love our mullets. We didn’t care about winning, just thought it was a fun idea. Buzzing to have taken home best mullet.”

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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.

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