



Media Release

26 March 2014

Macca's hits milestone of three million kilos of Angus

AngusPure recognises programme as instrumental to success of Angus demand

McDonald's New Zealand today announced it has sold a whopping three million kilograms of New Zealand Angus beef since 2009. With today's launch of the promotional Angus the Great burger, the company expects to continue its contribution to the success of local Angus beef sales.

This milestone is acknowledged by AngusPure's chairman Tim Brittain, who says the 'McAngus' programme has been instrumental in helping grow the demand for Angus cattle, and that Kiwi farmers have been well rewarded since the original launch of the Angus burger range in 2009.

McDonald's New Zealand's Managing Director Patrick Wilson says McDonald's restaurants across the country, which are predominantly locally owned and operated by franchisees, are pleased they can contribute to the success of local Angus beef sales.

"All our Angus beef is sourced from New Zealand suppliers, so we're supporting local farmers and communities with every sale we make," says Mr Wilson.

AngusPure has worked with key partners, including Silver Fern Farms and ANZCO Group, through its Riverland Beef operation to supply the three million kilos of Angus beef to McDonald's.

"Since this programme began, the prices and number of Angus bulls sold at auction has continued to surpass all expectations. Prior to the 2013 selling season there was a 42 per cent increase in the number of Angus two-year-old bulls being sold at auction as well as a 20 per cent increase in the average price," says Mr Brittain.

"AngusPure also recognises the opportunity which lies in McDonald's reputation as a long-standing, well-known brand. The international platform provides the industry with an exciting

prospect to demonstrate New Zealand's beef quality and nurture the positive outlook of local breeders."

Mr Wilson is also eager to share the story about quality and says that wherever there is an opportunity, the company will continue to promote its locally sourced products and suppliers.

"We use locally produced ingredients wherever we can in our menu, purchasing over 1.4 million kilograms of fresh, locally grown lettuce and 16.4 million kilograms of potatoes in 2013.

"With the huge majority of McDonald's meat, bread and other produce sourced locally, we take every opportunity to promote the quality of New Zealand products. The large amount of Kiwi goods that are shipped to McDonald's markets offshore is true testament of this," he says.

In 2013 McDonald's spent \$170 million with local suppliers and exported \$465 million of local meat, cheese and other produce to McDonald's markets offshore. Wilson is extremely proud of this achievement and hopes that the commitment and success of McDonald's New Zealand and its 53 franchisees will continue to reflect positively on local suppliers, like AngusPure.

Since the introduction of Angus beef to the McDonald's menu in 2009 with the Grand Angus and Mighty Angus, McDonald's has also introduced a number of promotional Angus burger items, including the Kiwi Angus and Pepper Mayo Angus, and now the return of Angus the Great, which is available nationwide from today.

ENDS

Notes to editors:

McDonald's beef patties are made using 100 per cent quality New Zealand beef. The Angus beef range uses New Zealand Angus beef sourced from farms that have been independently verified by AngusPure Ltd.

Angus is a breed of black polled (hornless) cattle originating in Scotland. They have low compact bodies, ideal for grazing rugged land and producing premium beef that is unique for its rich flavour which delivers a juicy beef product.

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 2013 McDonald's spent around \$170 million with local suppliers, while New Zealand producers exported over \$465 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.

For more information please contact:

Emily King
Mango Communications
Email: emilyk@thisismango.co.nz
Phone: 09 354 1365
Mobile: 021 132 9506