



## **MEDIA RELEASE**

**3, May 2016**

### **Maccas' for breakfast, brunch or brinner?**

*Never miss out again, breakfast served anytime of day or night*

From tomorrow (Wednesday 4, May) you can hit snooze as many times as you like and still get your hands on a McMuffin. That's right, Macca's breakfast no longer has a 10.30am cut-off, as the much anticipated All Day Breakfast launches in 167 restaurants nationwide.

Following successful trials in six restaurants over the past year, all McDonald's restaurants will now offer Hot Cakes, Bacon & Egg McMuffin, NYC Benedict Bagel, BLT Bagel and the much-loved Hash Brown anytime of the day or night\*.

McDonald's Director of Marketing, Chris Brown, says the reaction to the New Zealand trial has been overwhelmingly positive.

"We know Kiwis love our breakfast menu and customers have been asking for all day breakfast for years. After the incredible success of the trial both here and overseas we are very excited to roll out All Day Breakfast to all of our restaurants," he says.

"Our customers are enjoying breakfast at a time that suits them. They've also told us they love enjoying some of their favourites at other times of the day. Bacon & Egg McMuffins on the go and Hot Cakes as a dessert have been popular. Sneaking a Hash Brown into a burger also seems to be a bit of a menu hack."

\*opening times may vary between restaurants

-ENDS-

#### **Notes to the editor:**

All Day Breakfast trial restaurants:

- Albany, Auckland
- Whangarei
- Kamo (Whangarei)
- Massey Rd, Auckland
- Penrose, Auckland
- Frankton, Hamilton

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### **About McDonald's New Zealand**

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 167 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 2014 McDonald's spent around \$183 million with local suppliers, while New Zealand producers exported over \$312 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](http://www.mcdonalds.co.nz)

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