

Wednesday 28th May 2025



Get ready for the crunch New Zealand – The McDonald's McCrispy™ has landed

Aotearoa, prepare to meet the burger that changes everything.



Auckland, New Zealand (28.05.25) – It's the chicken burger fans have been asking for, and now, it's here – the crispiest, crunchiest Macca's burger yet. Introducing the McCrispy™, McDonald's New Zealand's newest menu addition and a bold new contender for your go-to Macca's order.

Already a fan favourite overseas, the McCrispy has earned a loyal following for good reason – the crunch. It's made with succulent 100% NZ chicken breast coated in Macca's new crispy, crunchy coating, creamy McCrispy Sauce, and fresh shredded lettuce, all sandwiched between a new pillowy-soft water-split potato bun. Every bite hits with a satisfying crunch and juicy flavour that keeps you coming back.

Kiwis are known for sticking by their favourites, but the McCrispy is here to shake things up – and stay, giving fans a next level crunch experience.

Are you ready to meet your new go-to? Available at participating McDonald's restaurants and via McDelivery® nationwide.

ENDS

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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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