



Experience the Magic of McDonaldland with a Signature Meal & Specialty Shake
A trip to McDonald's is a trip to McDonaldland, starting Aug. 13



(Auckland – Aug. 13, 2025) – In the whimsical world of McDonaldland lives a colourful cast of characters who are legendary, timeless and cherished by generations of McDonald's fans. Now, for the first time in over 20 years, Ronald McDonald, Grimace, Birdie, Hamburglar, Mayor McCheese, and the Fry Friends are officially stepping out of the group chat - and into Macca's restaurants across New Zealand.

McDonald's New Zealand is proud to bring back the fun, colour and imagination of classic McDonald's with the limited-edition McDonaldland campaign - a nostalgic celebration designed especially for the grown-ups who grew up with Macca's birthday parties and Happy Meals®.

At the heart of the campaign is the **McDonaldland Meal** - a magical trip down memory lane. Fans can choose between a **Quarter Pounder® with Cheese** or **10-piece Chicken McNuggets®**, served with **classic Macca's Fries**, the all-new **Mt. McDonaldland Shake** - a mysterious, flavourful ode to one of McDonaldland's greatest landmarks - and one of **six collectible souvenirs** inspired by iconic McDonaldland characters.

Whether you're dining in-store, hitting the Drive Thru, or ordering via McDelivery®, McDonaldland is waiting to welcome you back.

But hurry - this limited-time experience is available exclusively at **McDonald's New Zealand** from **August 13**.

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Or visit: <https://mcdonalds.co.nz/> for more information

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.

Check out McDonald's New Zealand on Facebook facebook.co.nz/mcdonaldsnz, Instagram <http://www.instagram.com/mcdonaldsnz/> or Snapchat @mcdonalds_nz