



## Macca's Bottles a Fix for Players in a Pickle

McDonald's New Zealand is putting pickle juice on the sidelines of Auckland FC

**April 16, Auckland, New Zealand** – Macca's is teaming up with Auckland FC to trial an unexpected new addition on the sidelines: pickle juice.

A familiar sight in changing rooms and on benches, pickle juice has become something of a go-to for players dealing with cramps mid-game. While often linked to salt, it's also believed to trigger a reflex in the mouth that signals the brain, something many say helps players get back into action quickly.

At the same time, Macca's kitchens use plenty of pickles every week. Now, for the first time in any market, that leftover juice is being bottled up and put to good use on the pitch.

As part of the partnership, pickle juice will be supplied to Auckland FC players, working alongside the club's sports and nutrition team.

**Bede Christey, Lead Physiotherapist at Auckland FC**, says it builds on habits already seen within professional sporting environments.

"Cramps can come on quickly and stop a player in their tracks. Pickle juice is an option for us when cramp strikes, and having it readily available on the sideline just makes sense."

Macca's is also taking things beyond the pros, giving teams across Aotearoa the chance to get their hands on their own supply, because no one likes being left in a pickle on game day.

**Simon Kenny, Head of Communications at McDonald's New Zealand**, says the idea came from watching what was already happening on the sidelines.

"We kept spotting players reaching for pickle juice during games and thought, why not lean into it? At the same time, we've got plenty of pickle juice in our kitchens. This felt like a simple way to connect the two.

"If it helps keep players moving, whether they're playing professionally or with their mates on the weekend, then we're all for it."



A limited number of bottles will be available, with fans likely to spot pickle juice popping up on the sidelines this season.

This is a promotional product and not for sale.

**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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