



SWEET TREAT FOR GEORGIE PIE FANS

To the delight of Georgie Pie fans, McDonald's has launched the trial of a sweet addition to the Georgie Pie family, the Apple 'N' Blackberry pie.

"We recently ticked over 30,000 fans on the Georgie Pie Facebook page, so we decided to make 30,000 Apple 'N' Blackberry pies and let the fans tell us which McDonald's restaurants should be part of the trial," says McDonald's NZ managing director Patrick Wilson.



"It was one of the most popular Georgie Pie flavours fans have been asking for since we launched last year. Originally it is only available in a smaller, round size, so we're asking customers to tell us if they like the sweet pie in the same square shape as the Steak Mince 'N' Cheese and Chicken 'N' Vegetable."

Available now until mid-August, the Apple 'N' Blackberry will be sold at select restaurants around the country, following a vote by Georgie Pie Facebook fans, including:

- Otara
- Frankton (Hamilton)
- Takanini
- Papakura
- Ti Rakau
- Pukekohe (Auckland)
- Rangitikei Street in Palmerston North

It's one year since McDonald's re-launched the iconic Georgie Pie brand, initially selling the Steak Mince 'N' Cheese pie and recently the Chicken 'N' Vegetable. McDonald's will assess customer feedback from the Apple 'N' Blackberry pie, before making a decision on selling it through all restaurants. Other pie flavours are in development.

The Apple & Blackberry Georgie Pie is priced at \$4.50 and is available after 10.30am until stocks run out.

Check out the Georgie Pie Facebook page: <https://www.facebook.com/GeorgiePieNZ>

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