



PRODUCT ALERT
22 May 2014

Taste the flavours of the FIFA World Cup 2014 at McDonald's

McDonald's New Zealand is celebrating the upcoming FIFA World Cup 2014 with a range of themed menu items representing some of the world's top teams who will be playing in Brazil next month.

Burgers representing the nations of Brazil, France and Argentina come with a 'Soccer Ball Bun' and each burger has its own unique flavour encompassing the flavours of the country.

- **The Brazil beef burger:** The home of this year's World Cup, Brazil, has its own burger, which comes with a unique beef patty infused with beans, corn and capsicum, salad, mayonnaise and a special Brazil-inspired sauce (\$7.90).
- **The Argentina beef burger:** For a more South American flavour representing team Argentina, try The Argentina beef burger with two beef patties, double cheese, pickles, slivered onions and a salsa sauce (\$8.90).
- **The France chicken burger:** If French cuisine is more your thing and you'd rather opt for some tasty poulet, why not try The France chicken burger with a crispy or grilled chicken patty, lettuce and delicious seeded mustard sauce (\$7.90).



Other menu items include The Spain Chorizo Wrap with scrambled egg, chorizo sausage, chunky tomato sauce all wrapped in a warm tortilla (\$5.90); The England Pie with apple and custard (\$2.10); and The Rio Frozen Sprite (\$2.90).

Available at participating restaurants from 10.30am, 21 May – 15 July 2014.

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Note for editors: Burger vouchers are available for giveaways.

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 163 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' by Retailworld. In 2013 McDonald's spent around \$180 million with local suppliers, while New Zealand producers exported over \$465 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

Check out McDonald's New Zealand on Facebook www.facebook.co.nz/mcdonaldsnz or Twitter @Maccasnz.