



PRESS RELEASE – for immediate release

GEORGIE PIE IS ‘BROUGHT BACK’!

- *Pilot will see iconic Steak Mince ‘N’ Cheese pie sold through 11 McDonald’s restaurants in Auckland and Waikato from early June*
- *True to original recipe and produced at former Georgie Pie production plant in Manukau*
- *National rollout and other flavours to be evaluated*

McDonald’s New Zealand today announced that after 15 years, it will be launching a pilot to bring back the Kiwi legend, Georgie Pie.

The iconic Steak Mince ‘N’ Cheese pie will be sold from early June, at its Queen Street and Greenlane restaurants, then rolled out to five other McDonald’s sites in Auckland and four sites in the Waikato shortly after.

McDonald’s New Zealand managing director, Patrick Wilson, says he is excited to see how customers will react to tasting a Georgie Pie after so many years.

“We understand the passion Georgie Pie evokes for New Zealanders. It’s part of our popular culture and bringing it back is a big responsibility. We’re committed to delivering to the original recipe and treating the Georgie Pie brand with the respect it deserves.”

Staying true to the original recipe has been of the utmost importance, and part of the process has seen ex Georgie Pie GM, Brian Popham, consult on the product research and development process.

The Steak Mince ‘N’ Cheese pie will be made using quality New Zealand beef and Georgie Pie’s unique short pastry, formed in the distinctive square shape. The only significant alteration to the original Steak Mince ‘N’ Cheese recipe was the removal of added MSG.

The pies will be produced at the former Georgie Pie production facility in Manukau, which pie supply partner, Goodman Fielder, had previously purchased from Progressive Enterprises.

Bringing back a product after 15 years and at scale is a highly complex process and Mr Wilson says the pilot will help test the product operationally across McDonald's range of restaurant types, while providing valuable consumer and business insights.

"Our research suggests that Kiwis still have a big appetite for their favourite pie brand. We're hopeful that after the launch excitement, our customers will come back and enjoy what is a great tasting, quality product. We will then evaluate the pilot and look at options for a nationwide rollout.

"From firsthand experience I can confirm the Steak Mince 'N' Cheese pie tastes as good as I remember. We believe Georgie Pie holds its own in 2013 and we're confident the pilot will be a success," says Mr Wilson.

The Steak Mince 'N' Cheese Georgie pie will be priced at \$4.50 for the single pie.

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Note to Editor:

Progressive Enterprises sold parts of the Georgie Pie business to McDonald's in 1996, including 17 restaurant sites, trademarks and intellectual property. McDonald's converted a number of Georgie Pie sites to McDonald's restaurants, including the flagship Greenlane site. Georgie Pie employees in affected restaurants were offered jobs with McDonald's, and several franchisees became, and still, own and operate McDonald's restaurants. Progressive Enterprises continued to operate other Georgie Pie restaurants until the final restaurant on Kapa Road in Auckland closed.

Pilot restaurants:

Auckland: Greenlane, Queen Street, Albany (Coliseum Drive), Kelston, St Lukes Mall, Ti Rakau Drive and Mangere

Waikato: Frankton, 5 Cross Roads, The Base and Te Awamutu

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 161 McDonald's restaurants across New Zealand, 80 per cent of which are franchised and run 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 2012 McDonald's spent around \$180 million with local suppliers, while New Zealand producers exported over \$320 million of food to other McDonald's markets. For more information visit www.mcdonalds.co.nz

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