

Around the world in 70 days

McDonald's takes your taste buds on a global journey

28 May 2008

Starting today McDonald's Australia customers will get the chance to taste their way around the world in 70 days! To celebrate its sponsorship of the Beijing 2008 Olympic Games McDonald's will be introducing five new products, each reflecting one of the world's five continents.

The Flavours of the Games menu kicks off in all Australian restaurants today with the McEurope, a Crispy Chicken Fillet burger with parmesan cheese and a traditional Italian Napoletana sauce. Hot on its heels are the McAmerica, McAfrica, McAsia and finally the McAustralia complete with Damper Bun and a pineapple ring. For those with a sweeter tooth there's the Gold Medal Chocolate Pudding with a melted centre.

The five new products and dessert will be rolled out over a 10 week period leading up to the Games and will offer a variety of new tastes to McDonald's customers.

McDonald's Director of Marketing, Helen Farquhar said McDonald's has partnered with the Olympic Games for more than 30 years and this year it wanted to make the Games even more meaningful and personal for customers.

"We are proud of our long-term involvement with the Olympic Games and hope this limited-time menu will create excitement in the lead up to the Beijing 2008 Olympic Games and will bring to life the global flavours and diversity of the Games along with a sense of unity and national pride," said Ms Farquhar.

The Flavours of the Games menu is just one element of McDonald's Australia's extensive, integrated campaign in support of the Olympic Games that commenced in February, and will run right through to the end of the Games in August.

It is anticipated that the Beijing Olympics will be the largest Olympic Games to date with an estimated 10,500 athletes getting ready to compete. The Games will run from 8 August to 24 August 2008.

ENDS

For more information please contact:

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Additional information:

McEurope – 28 May-13 June

Crispy chicken fillet burger with shavings of parmesan cheese and traditional Napoletana sauce made from rich tomato, oregano and basil.

McAmerica – 11 June-5Aug

Lightly toasted bagel with two rashers of premium bacon, freshly cracked egg and topped with spicy ketchup.

McAfrica – 25 June-11 July

Two all beef patties, cheese, fresh tomato and lettuce dressed with an exotic African sauce of mayonnaise and spices.

McAsia – 9 July-25 July

Two crispy chicken strips in a large tortilla wrap topped with fresh cucumber, creamy mayonnaise and Thai sweet chilli sauce.

McAustralia – 23 July-5 Aug

Lightly toasted traditional damper bun with 100% Aussie beef, premium bacon, juicy pineapple and bbq sauce.

Gold Medal Chocolate Pudding – 28 May-24 July

Warm chocolate pudding with a rich, melted centre accompanied by classic McDonald's® soft serve.