



**MEDIA RELEASE - CONSUMER**

**17 NOVEMBER 2008**

## **FEELING PECKISH?**

### **McDONALD'S INTRODUCES A NEW SEARED CHICKEN RANGE**

Feeling peckish for something different? Now there is no need to get into a flap, thanks to a new range of deliciously seared chicken menu choices available from McDonald's Australia from November 18.

Featuring 100% chicken breast, the range is set apart from other menu items by its distinctive 'searing' cooking method. Marinated in spices, the chicken breast fillet is seared on both sides on a sizzling hotplate, helping to lock in moisture and flavour whilst ensuring it is cooked to perfection and tender and delicious throughout.

With a hunger solution for everyone, the range features three new seared chicken burger options including the Seared Chicken Bacon Deluxe Burger with a slice of premium bacon and tasty cheese. In addition to the Seared Chicken Mini Snack Wrap for a bite to eat on the go, the new menu also includes a Seared Chicken Classic Salad with fresh crisp tatsoi salad mix and grape tomatoes.

#### **Seared Chicken Classic Burger**

A toasted water split bun topped with wheat germ, creamy mayonnaise, fresh tatsoi salad mix and a seared 100% chicken breast fillet.



#### **Seared Chicken Deluxe Burger**

A toasted water split bun topped with wheat germ, Premium Ranch sauce, fresh tatsoi salad mix, fresh tomato, a slice of tasty cheese and a seared 100% chicken breast fillet.





### **Seared Chicken Bacon Deluxe Burger**

A toasted water split bun topped with wheat germ, Premium Ranch sauce, fresh tatsoi salad mix, fresh tomato, a slice of tasty cheese, a rasher of premium bacon and seared 100% chicken breast fillet.



### **Seared Chicken Mini Snack Wrap**

A wheat flour tortilla topped with creamy mayonnaise, fresh iceberg lettuce and half a seared 100% chicken breast fillet strip.



### **Seared Chicken Classic Salad**

A seared 100% chicken breast fillet, premium salad leaves with grape tomatoes, cucumber, parmesan cheese and bagel chips. Served with balsamic dressing.



### **Seared Chicken Caesar Salad**

A seared 100% chicken breast fillet, premium salad leaves with parmesan cheese, bacon bits, bagel chips and Caesar dressing.



For more information and images, please contact Kate Burroughs or Lisa Barnes at Zing on (02) 8303 6464 or [kateb@zing.net.au](mailto:kateb@zing.net.au) or [lisa@zing.net.au](mailto:lisa@zing.net.au).

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#### **NOTES TO EDITORS:**

- Nutrition information for the new Seared Chicken range is available at [www.mcdonalds.com.au](http://www.mcdonalds.com.au)

#### **About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are 769 McDonald's restaurants across Australia, 75 per cent of which are franchised and run by local business men and women. Serving approximately 1.45 million customers each day, the organisation employs 75,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au)