



## MEDIA RELEASE

# Exciting week of Macca's with 50-cent cheeseburger and launch of Chicken Deluxe range

### Macca's offers 50-cent cheeseburger for one day only:

Macca's is offering a **50 cent Cheeseburger** for one day only on Wednesday, 6 April, exclusively via the MyMacca's app.

The offer is limited to the first 350,000 Cheeseburgers, with one redemption per customer.

Following the launch of MyMacca's Rewards last month, customers now receive 100 points for every \$1 they spend at Macca's.

Tobi Fukushima, McDonald's Marketing Manager, said: "As part of our commitment to providing great value food, we are excited to offer our popular cheeseburger for 50-cents, for one day only.

"Customers will now earn MyMacca's Rewards points when they purchase the 50-cent cheeseburger, which can be redeemed against some of our most iconic menu items.

"This is another way we are showing customers that value means more at Macca's, by rewarding them for their loyalty while offering some of their favourite menu items for less."

The offer is exclusively available via the MyMacca's app, which customers can use in restaurant, takeaway and drive-thru. The offer is not available via McDelivery.

### Macca's adds a touch of luxe with Chicken Deluxe Range:

Macca's is taking chicken from delicious to deluxe with its **Chicken Deluxe Range**, available in all restaurants from Wednesday, 6 April, for a limited time only.

Boasting delicious flavour combinations, the range includes new and returning menu items to complement the existing Chicken Deluxe Burger.

New items include the Double Chicken Deluxe and Chicken Deluxe Share Pack, with fan favourite Bacon Chicken Deluxe also making a welcome return.

**Lancy Huynh, Group Brand Manager, McDonald's Australia** said, "The chicken deluxe family is finally complete with our delicious new burgers and share pack.

"Featuring iconic flavour combinations unique to Macca's, the Chicken Deluxe range heroes our tasty 100% Aussie RSPCA Approved chicken, partnered with great quality produce and sauces.





"Whether it's a special burger just for one or nibbles to share together, our range has something to satisfy all chicken lovers' needs."



Customers will also receive MyMacca's Rewards points when they purchase the Deluxe range in restaurant, drive-thru or via the MyMacca's app.

The Chicken Deluxe range is available from 10:30am on Wednesday 6 April in all McDonald's restaurants nationwide, including via the MyMacca's app and McDelivery, for a limited time only.

**Full Chicken Deluxe Range:**

Product	Description	Image
Double Deluxe Burger <b>*new</b>	Double up on deluxe with two grilled or crispy 100% Aussie RSPCA Approved Chicken breasts perfectly combined with Aussie Jack Cheese, lettuce, tomato and creamy aioli.	
Chicken Deluxe Share Pack <b>*new</b>	Sharing is caring when it involves tender 100% Aussie RSPCA Approved Chicken McPieces®, Chicken McNuggets®, Chicken McBites® and our new irresistible Spicy Sticky BBQ Sauce.	
Chicken Deluxe Burger <b>*existing</b>	Treat yourself to the deluxe taste of grilled or crispy 100% Aussie RSPCA Approved Chicken breast combined with Aussie Jack Cheese, lettuce, ripe tomato and just the right amount of aioli.	
Bacon Chicken Deluxe <b>*returning</b>	Grilled or crispy 100% Aussie RSPCA Approved Chicken breast combined with a slice of crispy bacon, Aussie Jack Cheese, lettuce, ripe tomato and aioli.	

**ENDS**

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**About McDonald's Australia:**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,020 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 110,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's



creates more than 3,000 new jobs each year and spends over \$40 million per annum on training and people development.

For more information, visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).