



## MEDIA RELEASE

### GET SAUCY THIS AUSTRALIA DAY

*Macca's to sell 500ml bottles of limited edition Big Mac Special Sauce in global first*

**Sydney, Thursday 21st January 2016:** In a world first, this Saturday, Macca's will add 4,000 500ml bottles of Big Mac Special Sauce to its menu; giving Aussies unprecedented access to one of McDonald's most coveted ingredients, just in time to help customers mac their Australia Day celebrations better.

In 2015, a limited run of bottles were released to a select few, alongside 25ml tubs of the sauce. Aussies went crazy for the iconic ingredient, using Special Sauce to make everything better, from Macca's food through to sushi, pizza and even roast dinners.

Paul Tredinnick, Senior Marketing Director, said, "Last year we had plenty of Aussies ask us where they could get bottles of our Special Sauce from, so we're extremely excited to be able to again give Australians what they want – 500mls of pure Big Mac sauce. We don't expect the bottles to stay on the shelves long, so make sure you get in quick!

"Given how creative people got with the tubs of sauce last year, I can't wait to see our customers Big Mac Sauce experiments this Australia Day," added Tredinnick.

40 restaurants around the country will be selling the Big Mac Sauce bottles for \$4.95, from this Saturday until stock runs out. To see where you can get your limited edition bottle, visit [mcdonalds.com.au/find-big-mac-sauce](http://mcdonalds.com.au/find-big-mac-sauce).

To follow how other people are mac'ing their Australia Day better, head to Instagram and search #macitbetter.

**-ENDS-**

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

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 940 McDonald's restaurants across Australia, 85 per cent of which are franchised and run by local businessmen and women. The organisation employs 100,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates, on average, 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 Australian goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au).