



## Media Release

### **IT'S GOURMET ON THE GO FOR THE COUNTRY'S FAST FOODIES Gourmet burgers hit McDonald's Drive-Thru for the first time**

Aussies are increasingly torn between their fast-paced lives and love of good food. For those not willing to sacrifice taste or time, McDonald's is now providing a faster, easier way to gourmet, with a delicious range of gourmet burgers available through Drive-Thru for the first time.

Jenni Dill, CMO of McDonald's Australia says, "Our customers have been asking for gourmet burgers through Drive-Thru so we've delivered just that. We are always evolving our offering and listening to our customers so we are pleased to now offer them great tasting, gourmet burgers at the speed of their lifestyles."

With high quality ingredients, the six new burgers include the Gourmet Angus Truffle and Cheese, Gourmet Angus Cheeseburger, Gourmet Homestyle Angus, Gourmet Chicken Caesar, Gourmet Classic Chicken and the Gourmet Classic Angus. A Gourmet Grilled Chicken Salad is also available as part of the range.

If desired, customers will be able to customise further from a range of additional premium ingredients and condiments. Some of the ingredients include shaved parmesan, baby spinach, rasher bacon, jalapenos, truffle aioli and dijonnaise.

For Aussies preferring a dine-in experience at Macca's, the Gourmet Creations range can be ordered at the counter or via the digital kiosks and then delivered straight to their table.

The Gourmet Creations range is now available in Restaurants and Drive-Thru nationwide. For more information on the range, visit <https://mcdonalds.com.au/eat>.

**ENDS**

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

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 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 Australian goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.