



MEDIA RELEASE

YOU WON'T BELIEVE YOUR FRIES!

Macca's celebrates iconic French fries with world first concept store

Sydney, Thursday 27 May 2016: McDonald's is set to take Fry-day celebrations to new heights with the opening of Fries With That, a world-first eatery dedicated to serving just Macca's iconic fries. Situated in Glebe, Fries With That, will give customers a chance to help the Golden Arches choose the next topping to be added to its Loaded Fries range.

Fries With That officially opens its doors tomorrow, Friday 27th May, and will serve six unique toppings for customers to taste test – Sour Cream & Sweet Chilli, Caesar, Curry, Pesto & Parmesan, Chipotle Cheese Sauce and Peri-Peri Cheese Sauce. Gravy Loaded Fries, which launched nationwide yesterday, will also be available for customers to trial.

Jo Feeney, Director of Marketing, McDonald's Australia, said: "Since we first opened our doors customers have loved our Macca's fries – they're one of our icons and we think they deserve to be celebrated. What better way to do that than to create a dedicated concept store, which allows Australians to help us decide what's next for our French fries? I can't wait to see the flavour experiments customers try when they come to 'Fries With That'."

The Fries With That eatery is located at 166 Glebe Point Road, Glebe and will be open from 11am to 6pm, until Sunday 29 May. Those who can't get to Fries With That will be able to vote for the topping they want to see added to the Macca's menu by visiting www.facebook.com/McDonaldsAU

McDonald's restaurants across the country now serve Loaded Fries with Gravy, Guacamole and Salsa, and Bacon & Cheese Sauce.

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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, 85 per cent of which are franchised and run by local businessmen and women. The organisation employs 103,000 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 or <https://www.facebook.com/McDonaldsAU>. McDonald's is now also on Twitter – check us out at <https://twitter.com/maccas>.