



Media Release

MACCA'S CELEBRATES THE CLASSICS BY MIXING THINGS UP... LITERALLY

Chicken Big Mac & Cheeseburger Shaker Fries have landed at McDonald's

Sydney, Wednesday 31 May: Macca's is mixing it up and reinventing some of its most iconic products for the very first time, launching Chicken Big Mac and Cheeseburger Shaker Fries from today.

Secretly enjoyed by customers for many years, the delicious Chicken Big Mac combines everything Aussies love about the Big Mac and McChicken, 100% Aussie chicken, crisp iceberg lettuce, signature cheese, onions, pickles, topped with the iconic Big Mac special sauce, and all between a toasted sesame seed bun.

One of the most in-demand and regularly requested items from Macca's fans, Shaker Fries, have been reinstated with a brand new Cheeseburger flavour. Macca's legendary French fries have been combined with the classic flavour of the Cheeseburger – a combo of beef, onions, pickle, ketchup, mustard and cheese.

Jenni Dill, CMO of McDonald's Australia says, "We love to offer our customers new and exciting products to try, the Chicken Big Mac and Cheeseburger Shaker Fries celebrate the popularity of some of our most iconic products with a mix up we are certain people will enjoy!"

The Chicken Big Mac and Cheeseburger Shaker Fries will be available in Restaurants and Drive-Thru nationwide from 31st May and for a limited time only. For more information on the range, visit <https://mcdonalds.com.au/eat>.

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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, 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 or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.