



Macca's launches new Quarter Pounder burger and brings back fan favourite

Wednesday 3 August 2022, Australia: Attention Quarter Pounder fans: Macca's is expanding its winter menu with the launch of the new Quarter Pounder Deluxe and return of fan favourite, Quarter Pounder with Bacon.

A tasty twist on the classic Quarter Pounder, the Deluxe features crispy lettuce, fresh tomato, cheese, onion, tangy mustard and pickles on top of a juicy 100% Aussie beef patty.

The Quarter Pounder with Bacon includes all the delicious flavours of the classic Quarter Pounder with the addition of bacon.

Tim Kenward, Marketing Director, McDonald's Australia, said, *"Macca's is committed to offering great quality, great tasting food to our customers.*

"The Quarter Pounder is one of our most iconic menu items and much loved for its delicious flavour combinations and ingredients.

"We are excited to give Quarter Pounder fans even more variety with the addition of the new Quarter Pounder Deluxe and Quarter Pounder with Bacon.


"From crispy bacon to fresh lettuce and tomato, there's something for everyone in this range."

For a limited time only, customers will receive a vintage themed collectable glass with the purchase of any medium or large Quarter Pounder range* meal. There are four glasses to collect and each feature a heritage Macca's logo.



The new menu items and collectable glasses will be available across Macca's restaurants nationwide, including via the MyMacca's app and McDelivery, from Wednesday 3 August for a limited time.

For more information visit: www.mcdonalds.com.au or www.facebook.com/McDonaldsAU.

Product descriptions:

| Product | Description | Image |
|------------------------|---|--|
| Quarter Pounder Deluxe | The iconic Quarter Pounder with a fresh twist. Crispy lettuce and fresh tomato stacked on top of juicy 100% Aussie beef, plus cheese, onion, tangy mustard and pickles. |  |



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| Quarter Pounder Bacon | The iconic Quarter Pounder with a tasty twist. Delicious bacon on top of juicy 100% Aussie beef, plus cheese, onion, tangy mustard and pickles. |  |
| Classic Collection Glasses | Four gorgeous vintage themed designs, each featuring an iconic Macca's heritage logo. These limited-edition collectable glasses are FREE with the purchase of any medium or large Quarter Pounder range meal. |  |

**Quarter Pounder range includes Quarter Pounder, Double Quarter Pounder, Quarter Pounder Bacon and Quarter Pounder Deluxe*

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For more information, please contact Mango Communications:

Chloe Loukes | chloe.loukes@thisismango.com.au | 0417 245 635

Sarah Meenan | sarah.meenan@thisismango.com.au | 0434 672 260

About McDonald's Australia:

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,000 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 105,000 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 or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).