



## **MEDIA ALERT**

### **MACCA'S LAUNCHES NEW BIRTHDAY MCFLURRY**

**29 June 2021, Australia:** Have you heard the scoop? Macca's is launching a new, limited-edition ice cream creation, the Birthday McFlurry, because it's not a birthday party without dessert.

Made up of Aussie's favourite birthday flavours, the new Birthday McFlurry features bite-sized pieces of custard pie, mixed in with creamy soft serve and topped with caramel sauce and birthday sprinkles.

The Birthday McFlurry will be available exclusively via Uber Eats from tomorrow (30 June) for one week only, before landing in restaurants nationwide on 7 July for a limited time only.

Amanda Nakad, Marketing Manager, McDonald's Australia said, "Our new McFlurry flavour was inspired by iconic Aussie birthday party favourites including Birthday Cake and Fairy Bread, to create a nostalgic and delicious dessert that will put everyone in the birthday spirit.

"New McFlurry flavours are always a hit with our customers, so we thought this would be a delicious way to continue our 50-year celebrations.

"In response to strong customer demand, we will also be reintroducing a much-loved and highly requested crowd favourite, the Custard Pie, giving Aussies even more reason to celebrate our 50-year milestone."

The launch of the Birthday McFlurry and return of the Custard Pie are the latest announcements from Macca's 50<sup>th</sup> birthday celebrations in Australia.

From June until the end of August, customers will be given countless reasons to celebrate with a range of awe-inspiring brand partnerships, collaborations, promotions and new menu items.

The Birthday McFlurry and Custard Pie will be exclusively available via Uber Eats from Wednesday 30 June for one week only. They will then be available in all Macca's restaurants nationwide and via McDelivery from Wednesday 7 July, for a limited time only.

## **ENDS**

### **For more information, please contact Mango Communications:**

Laura Durand | [Laura.Durand@thisismango.com.au](mailto:Laura.Durand@thisismango.com.au) | 0451 969 108

Leah Eastment | [Leah.Eastment@Thisismango.com.au](mailto:Leah.Eastment@Thisismango.com.au) | 0448 728 747

Shantelle O'Riordan | [Shantelle.Oriordan@Thisismango.com.au](mailto:Shantelle.Oriordan@Thisismango.com.au) | 0477 894 895

### **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](http://www.mcdonalds.com.au) or [www.facebook.com/McDonaldsAU](https://www.facebook.com/McDonaldsAU) McDonald's is also on Twitter – check us out at [twitter.com/maccas](https://twitter.com/maccas)