



MEDIA ALERT

TODAY ONLY: 50 CENT BIG MACS TO CELEBRATE 50 YEARS OF MACCA'S AVAILABLE ONLY ON THE MYMACCA'S APP

18 June 2021, Australia: Celebrating 50 years of Macca's in Australia, the iconic Big Mac will be 50 cents for one day only today, Friday, 18 June, available only on the MyMacca's app.

An unmatched Aussie favourite, Macca's has sold more than 1.1 billion Big Macs since opening the doors of its first restaurant in 1971. That's enough Big Macs to circle the Earth three times.

Amanda Nakad, Marketing Manager, McDonald's Australia said, "The Big Mac is an Aussie icon, customer favourite and one of our most popular menu items, universally loved for its 100% Aussie beef patties and signature Big Mac sauce.

"As a way to thank our customers for their continued support over the last 50 years, we are excited to launch one of our best-value deals to date with this 50 cent Big Mac offer.

"While the 50 cent Big Mac offer will be available for one day only, we look forward to giving our customers countless reasons to celebrate with a range of exciting 50th birthday collaborations, partnerships and promotions to be announced weekly, over the next couple of months."

50 years of Big Mac history:

- Signature special sauce – in 1974, the term "special sauce" was coined, becoming a global phenomenon.
- It wasn't until 2012 when McDonald's revealed the ingredients to its previously top secret "special sauce" recipe.
- There are a lot of seeds on a Big Mac bun – 400 to be exact, with the sesame-seed buns distinguishing the Big Mac from its burger brothers and sisters.
- Big Mac Index – in 1986, The Economist created the Big Mac Index to measure currency exchange rates. After all, Big Macs span plenty of countries and cultures, so using it as a benchmark system makes perfect sense.
- The Big Mac Song – in 1974 the Big Mac received its own signature song about its seven iconic ingredients - two 100% Aussie beef patties, crisp iceberg lettuce, melting signature cheese, onions and pickles between a toasted sesame bun, finished with the Macca's signature special sauce.

Not-to-be missed, this exclusive offer is available in all restaurants nationwide with all purchases using the MyMaccas app. One redemption per customer and stocks are limited to the first 500,000 orders.

From 18 June, Macca's will announce 50th birthday initiatives weekly.



ENDS

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1000 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 www.facebook.com/McDonaldsAU McDonald's is also on Twitter – check us out at twitter.com/maccas