



MEDIA RELEASE

MACCA'S UNVEILS LIMITED EDITION CHEESE AND BACON CHICKEN RANGE

Wednesday 28th April 2021: McDonald's Australia today announced the launch of three brand-new, mouth-watering chicken burgers, available nationwide for a limited time only.

The exciting new menu items include the Cheese and Bacon McSpicy, Cheese and Bacon McChicken and Cheese and Bacon Deluxe, all enhanced with the delicious flavours of rasher bacon and cheese.

The new burgers are tasty variants on existing Macca's favourites, featuring 100% Australian RSPCA Approved chicken.

Tim Kenward, Marketing Manager at McDonald's Australia, said: *"We know how much our customers love our core chicken menu, with our McChicken, Chicken Deluxe and McSpicy burgers among some of their favourites.*

"As part of our commitment to giving our customers even more choice, we're excited to introduce a tasty twist on some of our existing chicken burgers via our new cheese and bacon burger range.

"Serving up the winning combination of bacon and cheese, our new menu items feature 100% Aussie RSPCA Approved chicken and 100% local Aussie produce."

The new cheese and bacon burger range will be available for a limited time from Wednesday 28 April at McDonald's restaurants and via McDelivery nationwide.

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Product descriptions:

Cheese and Bacon McSpicy: Australia's much loved McSpicy is now here with rasher bacon and Aussie jack cheese. Made with a 100% Aussie chicken patty, marinated and infused with a range of spices, topped mayo and lettuce. Not for the faint at heart... are you up for the spicy challenge? Available after 10.30am.

Cheese and Bacon McChicken: Macca's classic McChicken has been enhanced with bacon and cheese. Made with a quality chicken breast cooked in a seasoned tempura coating, topped with fresh Australian grown lettuce and our exceptional McChicken sauce, all between a sesame seed bun. Available after 10.30am.

Cheese & Bacon Deluxe: Macca's mouth-watering Cheese and Bacon Deluxe features a 100% Aussie chicken patty in a crunchy golden coating, made with fresh Australian grown lettuce, juicy tomatoes, creamy aioli sauce, and now with the addition of bacon and Aussie jack cheese. Available after 10.30am.

For more information, please contact Mango Communications:

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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