



MEDIA ALERT

MACCA'S PREMIUM WAGYU BEEF BURGER RETURNS

14 September 2021, Australia: Premium beef lovers prepare to rejoice as Macca's mouth-watering 100% Aussie-bred Wagyu Beef Burger is available in restaurants from tomorrow, 15 September, for a limited time only.

After a two-year hiatus from the Macca's menu, the deluxe Wagyu Beef Burger is back, offering customers a fancy take on a classic Macca's burger.

The delectable burger features 100% Aussie-bred Wagyu beef, a tasty rasher of bacon, grilled onions, signature sauce and 100% Aussie-grown produce including tomato slices, crisp lettuce and Aussie Jack cheese.

Amanda Milios, Brand Manager, McDonald's Australia, said: "We are thrilled to be bringing back our much-loved Wagyu Beef Burger. We know this is a favourite for many of our customers who are looking for a delicious, more premium lunch or dinner option.

"As part of our continued support for the local agriculture industry, Macca's is proud to have sourced over 170,000 kilograms of premium F1 Wagyu beef from more than 100 Aussie farms.

"We've been celebrating and serving great-tasting, home-grown ingredients to our customers from farms across the country for 50 years and know there's huge demand for the taste of Wagyu beef."

The Wagyu Beef Burger is available after 10:30am from 15 September – 19 October in McDonald's restaurants nationwide, including via Drive-Thru, McDelivery or the MyMacca's App.

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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 www.facebook.com/McDonaldsAU McDonald's is also on Twitter – check us out at twitter.com/maccas