



## **MEDIA ALERT**

### **BACK BY POPULAR DEMAND MAC Jr and GRAND MAC ON THE MENU FOR MACCA'S 50<sup>th</sup> ANNIVERSARY**

**22 June 2021, Australia:** Continuing to celebrate its 50<sup>th</sup> anniversary in Australia, Macca's is bringing back the nation's favourite burger dynasty – the Mac Family, alongside six new limited edition and collectible Macca's 50<sup>th</sup> glasses.

From tomorrow (23 June), Aussie classics The Mac Jr and Grand Mac will be back on the menu by popular demand in restaurants across the country.

Boasting all the flavours of the traditional Big Mac, including Macca's famous Special Sauce, the Mac Jr is a smaller, single-patty variation, while the Grand Mac lives up to its title, offering up 61% more Aussie beef than the Big Mac classic.

To accompany the family reunion, every Medium or Large Mac Family Meal will come with a free, limited edition Macca's drinking glass. Created in celebration of Macca's 50<sup>th</sup> birthday in Australia, the collectable glasses come in six exclusive Macca's designs\*.

With their unique round shape, the glasses are designed to swirl your drink, but won't spill. Hurry, because the glasses will only be available for a limited time or while stocks last.

Amanda Nakad, Marketing Manager, McDonald's Australia said, "The Big Mac is one of our most popular menu items, loved by all for its fresh ingredients and iconic taste.

"What better way to commemorate 50 years of Macca's in Australia, than to be able to bring back the entire Mac Family for a limited time and give our customers more of what they love."

The Mac Family will be available from 23 June at 10:30am until 3 August or while stocks last, and can be purchased individually or as a family bundle in all restaurants and Drive-Thru, as well as via the MyMaccas app.

The return of the Mac Family is part of Macca's 50<sup>th</sup> birthday celebrations in Australia, following on from the 50 cent Big Mac deal last week. From June until the end of August, customers will be given countless reasons to celebrate with Macca's, including a range of awe-inspiring brand partnerships, collaborations, promotions and events.

*\*Designs include: Big Mac, Cheese Melt, loose fries, packet fries, sesame seeds, and a Macca's cup.*

**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.

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