



MEDIA ALERT

AUSTRALIA REJOICE, BIG MAC SAUCE BOTTLES NOW AVAILABLE NATIONWIDE!

Sydney, Tuesday 5th June 2018: Macca's has today confirmed that 100,000 bottles of Big Mac Special Sauce will be sold at restaurants nationwide from 10.30am this Wednesday. This release of Big Mac Sauce bottles is a part of the 50th anniversary celebrations of the Big Mac, with proceeds from the sale of the sauce going to Ronald McDonald House Charities (RMHC).

The announcement comes as the charity auction of the first bottles of the 2018 Big Mac Sauce release, draws to a close. The auction, which also includes a mini fridge that pays tribute to the Big Mac, closes at 10am EST tomorrow, and bidding is currently up to \$4,000.

Jo Feeney, Director of Marketing at McDonald's Australia says, *"Big Mac Sauce is one of our most favourite ingredients, and we know our customers love it when we bottle it! So, it was only fitting that as part of our celebration of 50 years of the Big Mac, we gave our customers access to another limited edition run of the iconic sauce. There's only 100,000 available around the country though, so you'll need to get in quick to grab a bottle.*

"Customers who do get their hands on a bottle of Big Mac Sauce will also be helping keep families close during times of need, with proceeds from the sale of the limited-edition bottles going to Ronald McDonald House Charities."

The Big Mac Special Sauce Bottles are available at all McDonald's restaurants across Australia for \$12, while stocks last.

-ENDS-

For more information, please contact:

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year. For more information visit www.mcdonalds.com.au or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/>