



## **MEDIA ALERT**

# **McDONALD'S TRIALS VEGGIE BURGER IN SOUTH AUSTRALIA**



**Adelaide, Thursday 18<sup>th</sup> April 2019:** McDonald's Australia has today announced the trial of the McVeggie Burger in South Australia.

The delicious McVeggie crumb-coated patty is made up of a mixed vegetable blend that includes 100% Australian potato, peas, corn, carrot and onion, with the added bonus of cheese, lettuce, herbs and spices, mayonnaise and McDonald's iconic pickles, all on a sesame seed bun.

Jo Feeney, Marketing Director at McDonald's Australia says, "We understand there's a rising demand for vegetarian options and we always look to give our customers more of what they want. We're excited to be trialling the McVeggie Burger in South Australia so our customers can give us feedback on it before we look to serve it up across the country."

The McVeggie Burger will be available from today after 10:30am in South Australian restaurants for a limited time only.

**-ENDS-**

### **About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 980 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](http://www.mcdonalds.com.au) or [www.facebook.com/McDonaldsAU](https://www.facebook.com/McDonaldsAU) McDonald's is also on Twitter – check us out at [twitter.com/maccas](https://twitter.com/maccas)