



MEDIA ALERT

MACCA'S HEATS UP THE MENU THIS SUMMER WITH THE RETURN OF THE McRIB

Australia, Tuesday 4th December 2018: In the sauciest comeback of all time, McDonald's Australia is excited to welcome back the McRib to its summer menu.

Back by popular demand, Aussies have been calling for a taste of the iconic menu item since it was last seen in 2012. The mouth-watering McRib is made with delicious pork, coated in a smokey BBQ rib sauce, with onions and McDonald's famous pickles all served on a soft bun. For the perfect side, add the new BBQ Loaded Fries, deliciously topped with aioli, barbeque sauce and caramelised onions.

Jo Feeney, Director of Marketing at McDonald's Australia says, *"Australia asked and we listened. It's one of our most requested menu items, so we knew we had to bring the famous McRib back! For all the McRib lovers, don't miss out – it's only available for a limited time."*

Australians will also be able to get their hands around the new Chicken McFeast, a tasty twist on the classic McFeast. The Chicken McFeast combines the crispy chicken patty of the McChicken with the tomato, lettuce, pickles and three sauces of the original.

The McRib, BBQ Loaded Fries and Chicken McFeast will be available in restaurants, via McDelivery and on the mymacca's app across Australia from the 5th December 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 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. 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/>