



MEDIA RELEASE

McDONALD'S WORLD-FIRST WAGYU BEEF BURGER LAUNCHES IN AUSTRALIA TOMORROW

Sydney, Tuesday 20th March 2018: From 10.30AM tomorrow, Aussies will be able to get their hands on a world first for McDonald's – a burger featuring 100% Australian-bred Wagyu beef. Available at Macca's nationwide, the burger will be served in-restaurant and in drive-thru, while stocks last.

The delicious Wagyu beef patty on the new burger is served between a brand-new gourmet bun, and alongside a specially created sauce, crispy bacon strips, caramelised onion, tomato, lettuce, and a slice of Coon Cheese.

Jenni Dill, Chief Marketing Officer at McDonald's Australia commented: *"It's exciting for us to be able to serve up a world first McDonald's burger that centres on an ingredient we know Australians love – 100% Australian-bred wagyu beef. I love the taste of this newest addition to our menu, and am sure our customers will too. But they'll need to get in quick before we sell out!"*

The introduction of the Wagyu Beef Burger has given Macca's the opportunity to source from a new stream of Aussie farmers, with all the Wagyu beef being sourced entirely from Australia.

Robert Sexton, Director of Supply Chain at McDonald's Australia added: *"At Macca's we believe in the quality and taste of Australian produce, and we're proud of our long history of supporting the Australian agriculture industry. The launch of this burger is further testament to our commitment to use local suppliers wherever possible. We estimate that while this burger is on our menu, we'll purchase more than 280 metric tonnes of Wagyu beef from Queensland."*

Matt McDonagh, Chief Executive Officer at the Australian Wagyu Association commented: *"The Australian Wagyu Association is delighted with this initiative from McDonald's Australia, which brings a brand new beef eating experience to their customers by using the world's best-tasting tender beef. We look forward to hearing how Australians respond to this new addition to McDonald's menu."*

The Wagyu Beef Burger is part of the McDonald's Gourmet Creations range and will be served nationwide as long as stock lasts.

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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/>