MACCA'S LAUNCHES McVEGGIE BURGER NATIONWIDE

Wednesday 15 January 2020: McDonald's Australia today announced the launch of the highly anticipated McVeggie Burger to all restaurants nationwide.

This new burger will be a permanent addition to the menu, making it the first time a vegetable-based burger has been available at all McDonald's restaurants in Australia.

Jenni Dill, Chief Marketing Officer, McDonald's Australia, commented "The McVeggie Burger is packed full of Australian grown veggies with the crunchy patty including potatoes, peas, corn, carrot and onion. The patty is then paired with great tasting cheese, lettuce, herbs and spices, mayonnaise and Macca's iconic pickles, all on a sesame seed bun.

"We know there's an appetite for alternatives to traditional meat proteins and Australians are looking for more plant-based options in their diet.

"As a business constantly focused on responding to what Australians want, we're excited to now be serving up the McVeggie Burger to our customers across the country," said Ms Dill.

"For those who are vegetarian, although there are no meat ingredients in the McVeggie Burger, due to its cooking procedure, it's not strictly vegetarian," added Ms Dill.

The McVeggie Burger will be available after 10:30am at all McDonald's restaurants across Australia.

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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 or www.facebook.com/McDonaldsAU McDonald's is also on Twitter – check us out at twitter.com/maccas