



MEDIA RELEASE

The Much Anticipated McDonald's x BTS Menu Collab is Officially Here

Starting today, customers can enjoy the pop icons' favorite meal and celebrate with brand new merch

Australia – May 27, 2021 – For everyone counting down the days until the BTS Meal arrives at McDonald's, the wait is over! The band's signature order – featuring a 10-piece Chicken McNuggets®, large World-Famous Fries®, large soft drink, and Sweet Chili and Cajun dipping sauces inspired by recipes from McDonald's South Korea – is now available at participating Australian restaurants. But we're not ending the fun there.

From today, we're offering up yet another way to celebrate this much anticipated collab with McDonald's and BTS dropping a show-stopping merch line on the Weverse Shop app. This head-to-toe collection is inspired by some of the craveable, hand-picked menu items from the BTS Meal, with dynamite threads like hoodies, purple bathrobes, socks and sandals. Whether it's the McDonald's fry box logo with seven fries for each BTS member, or the marriage of BTS purple with McDonald's red and gold, these designs are the perfect representation of an iconic partnership between two fan-favourite brands. And to get it, you must download the Weverse Shop app and create an account to access the merch drop.

"We know our customers and crew have been eagerly awaiting the arrival of our first celebrity signature order in Australia, and we're thrilled that the collaboration is finally here," said Liz Whitbread, McDonald's Senior Brand Manager. "We couldn't be more excited to start seeing our guests enjoying the BTS Meal and sporting their favourite pieces from the exclusive merch line."

McDonald's is also introducing a new commercial featuring the band's new single, "Butter," on the heels of its chart-topping release last week. You can tune in [here](#) to watch the ad.

Australian customers can order the BTS Meal in-restaurant, through contactless mobile order and pay in the McDonald's App, at the Drive Thru or via McDelivery until June 22. And with the BTS Meal coming to nearly 50 markets globally, customers worldwide will soon be enjoying the artists' go-to McDonald's favorites. The full list of participating markets and dates for meal availability can be found [here](#).

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1000 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](https://www.facebook.com/McDonaldsAU) McDonald's is also on Twitter – check us out at twitter.com/maccas