



MEDIA RELEASE

## TAKE IT AWAY, VICTORIA

**- More than half of Victorian coffee drinkers order 'to go' -**

**Sunday 29 June 2014:** According to the McCafé Coffee Index, the days of lingering over a latte could be over, with nearly half of all coffees purchased nationally ordered as a takeaway and Victorians are most likely to order takeaway, with 52 per cent of the 1.4 billion coffees bought each year, ordered 'to go'.

The Index also showed that quality is key, with seven out of 10 of Victorians preferring to choose a coffee that's made by a qualified barista (71 per cent) and ethically sourced (76 per cent).

It's this shift in the way Australia's coffee capital drink their coffee that has led McDonald's to announce that barista made coffee from McCafé is now available at McDonald's Drive-Thrus across the home of McCafé, Melbourne.

Mark Lollback, Chief Marketing Officer, McDonald's Australia commented: *"At McDonald's we are always listening to what our customers want and they have told us that they want to be able to get their barista-made coffee quickly and then get on their way. Serving McCafé coffee through our Drive-Thrus will allow us to do this.*

*"We serve more than 42 million cups of coffee at McCafé each year and take away is a big part of that, accounting for 86 per cent of our total coffee sales,"* added Lollback.

The McCafé Coffee Index also revealed that Victorians spend an average of \$1,674 each year on their regular caffeine hit, a quarter (26 per cent) of Victorians couldn't recall the last time they went a day without coffee and that their coffee of choice is a dead-heat between the cappuccino and latte

McCafé coffee is now available through McDonald's Drive-Thru in Melbourne.

**-ENDS-**

**For more information, please contact:**

Laura Cario at Mango on 02 8260 2679 or [laurc@thisismango.com.au](mailto:laurc@thisismango.com.au)

Taylor York at Mango on 02 8260 2643 or [taylor@thisismango.com.au](mailto:taylor@thisismango.com.au)



## **Notes to Editor**

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

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 920 McDonald's restaurants across Australia, 75 per cent of which are franchised and run by local businessmen and women. The organisation employs 90,000 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](http://www.mcdonalds.com.au)

### **References**

1 The McCafé Coffee Index is a study conducted by Lonergan Research among 1,043 Australians aged 18 years and over who drink coffee. Surveys were distributed throughout Australia including both capital city and non-capital city areas as follows: Fieldwork commenced on Wednesday 28 May and was completed on Monday 2 June, 2014. This study was conducted online amongst members of a permission-based panel. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.