

MCDONALD'S REVEALS ITS NEW CHICKEN MENU
McDonald's Australia launches into the chicken fast food market

McDonald's Australia today announced the launch of a new chicken menu set to revolutionise customer expectations when visiting its restaurants. The new range features premium quality 100 per cent chicken breast fillet in strips, wraps and burgers as permanent additions to the extensive restaurant menu.

The move comes after considerable research into the current fast food chicken market in Australia and taps into the consumer trend which has seen chicken consumption grow faster than beef and fish since 2000ⁱ. The launch also follows the successful introduction of similar chicken menus in the United States and United Kingdom.

McDonald's Australia Chief Operating Officer, Catriona Noble said that the new chicken menu is a competitive offering and a natural progression in the company's commitment to offering further choice to customers.

"Since 2002 McDonald's Australia has embarked on a journey by listening to customers and responding to their needs," states Ms Noble.

"Introducing 100 per cent chicken breast fillet in five new menu items is our way of continuing on that journey by increasing our menu options and offering quality and choice for our customers. The new products will be cooked in our canola oil blend, which like all vegetable oils is cholesterol free. The blend is virtually free of trans fatty acids and lower in saturated fat than other commercial frying oils, making it a healthier way to fry," she added.

The new menu is also an important business decision for McDonald's Australia, being the biggest product initiative since the launch of the Salads Plus menu. The company is taking on an established market and expects to attain a large market share of the chicken fast food market within the first year of its introduction.

The new menu items include:

- McDippers
- Mini Snack Wrap
- Classic Crispy Chicken Fillet Burger
- Crispy Chicken Fillet Deluxe Burger
- Crispy Chicken Fillet Deluxe with Bacon Burger

An extensive marketing push will promote the chicken products over the summer months from November. Television, radio, magazine, outdoor and online activity will be supported by point of purchase materials and tasting operations across Australia.

The new chicken products will be available at all 757 McDonald's restaurants from 14th November.

ENDS

ⁱ BIS Shrapnel, 2006

For more information please contact:

Annikie Jarvis, Professional Public Relations
02 9818 0983 / 0411 425 549
annike.jarvis@ppr.com.au

Sarah Watkins, McDonald's Australia
02 9875 7091 / 0423 582 932
sarah.watkins@au.mcd.com



NOTES TO EDITOR:

McDonald's New Chicken Menu Product Information

- **McDippers** – 100 per cent chicken breast fillet strips, crumbed and seasoned with salt and pepper and cooked in a canola oil blend. The McDippers are offered in packs of three strips and come with a choice of Tangy Plum, Honey Mustard or Creamy Ranch Dipping Sauces. The McDippers are available for \$4.95.
- **Mini Snack Wrap** – A wheat flour tortilla is topped with Creamy Mayonnaise, fresh iceberg lettuce and a 100 per cent chicken breast fillet strip, crumbed and seasoned with salt and pepper and cooked in a canola oil blend. The Mini Snack Wrap is available for \$1.95
- **Classic Crispy Chicken Fillet Burger** – A toasted water split bun topped with wheat germ with Creamy Mayonnaise, fresh tatsoi salad mix and a crispy coated 100 per cent chicken breast fillet. The Classic Crispy Chicken Fillet Burger is available for \$4.65
- **Crispy Chicken Fillet Deluxe Burger** – A toasted water split bun topped with wheat germ with Premium Ranch sauce, fresh tatsoi salad mix, fresh tomato, a slice of tasty cheese and a crispy coated 100 per cent chicken breast fillet. The Crispy Chicken Fillet Deluxe Burger is available for \$4.95.
- **Crispy Chicken Fillet Deluxe with Bacon Burger** – A toasted water split bun topped with wheat germ with Premium Ranch sauce, fresh tatsoi salad mix, fresh tomato, a slice of tasty cheese, a rasher of premium bacon and a crispy coated 100 per cent chicken breast fillet. The Crispy Chicken Fillet Deluxe with Bacon Burger is available for \$5.75.

For more information please contact:

Annike Jarvis, Professional Public Relations
02 9818 0983 / 0411 425 549
annike.jarvis@ppr.com.au

Sarah Watkins, McDonald's Australia
02 9875 7091 / 0423 582 932
sarah.watkins@au.mcd.com

