

## Spice it up with McDonald's

### –McDonald's unveils exciting range of McSpicy products

**Mumbai, April, 2011:** Things are getting a whole lot spicier, bigger and tastier, with McDonald's, the world's leading food service retailer, launching its new range of McSpicy products! The McSpicy range is one of McDonald's most popular offerings worldwide, and this lip-smacking favourite will now be available in India! Tickle your taste buds and say goodbye to hunger pangs with the four new fiery and filling McSpicy products: **McSpicy Chicken Burger, McSpicy Paneer Burger, Big Spicy Chicken Wrap & Big Spicy Paneer Wrap.**

McDonald's is bringing one of its most popular global products – the McSpicy burger, to Indian customers. The **McSpicy Paneer Burger** presents vegetarian customers an exciting new protein option – Paneer while the **McSpicy Chicken Burger** features a luscious piece of 'whole-muscle chicken' – featuring for the first time on the McDonald's India menu, and offers customers a delicious meaty meal with a kick of spice. Extending the McSpicy range to include Indian innovations, McDonald's has launched the **Big Spicy Chicken Wrap** and the **Big Spicy Paneer Wrap**. The Big Spicy Wraps are grilled to perfection, filled with crispy fresh lettuce, sauces and a choice of whole-muscle chicken or paneer, offering up the perfect meal option for a hungry customer. You can enjoy the McSpicy burgers for only Rs 89 (Rs 149 with Combo meal) and grab a bite of the Big Spicy wraps at Rs 119 only (Rs 179 with Combo meal)

McDonald's has invested close to 2 years and more than Rs 3.5 crores in research and development to bring the McSpicy products to India. Highlighting its commitment to offering customers a wide range of products, McDonald's India has continued to innovate and has developed the Big Spicy Wraps for the Indian market. In addition, McDonald's India has re-engineered the supply chain to introduce high quality, wholesome paneer on the menu.



Commenting on the McSpicy launch **Mr. Amit Jatia, Vice Chairman McDonald's India (West and South)** said, "At McDonald's India we have been consistently committed to offering customers a wide array of product choices. With the McSpicy range we extend the range once more to not only include an extremely popular global product – the McSpicy burger, but also innovated to add a punch of localisation to the menu by introducing the Big Spicy Wraps – a product ideated and developed in India! We have also introduced Paneer and whole-muscle chicken on our menus for the first time. We look forward to extending the "I'm lovin' it" experience with a touch of spice!"

The McSpicy range is available at all McDonald's outlet across India

### **Brief Background on McDonald's:**

McDonald's is the world's leading food service retailer with more than 32,000 restaurants in 117 countries serving 60 million customers each day. Celebrating 15 years of leadership in food service retailer in India, McDonald's today has a network of over 200 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians.

Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

Press Release



**For further information contact:**

Reena Kataria / Hardik Desai

Mobile: 9820648695 / 9819562380

Desk: 022 65063782

Torque Communications