AT-A-GLANCE FOR MANAGERS

HOLIDAY EVENT MEAL



BENEFITS

- Delivers on core menu
- Menu innovation
- Holiday relevance
- **KEY OPPORTUNITIES:**

AVAILABLITY & ACCURACY

i'm lovin' it

This holiday season our core event brings back an old favorite - McShaker Fries with delicious McShaker Seasoning, and fun new collectibles!

1 MEAL INCLUDES

- 10pc Chicken McNuggets OR Big Mac
- Medium Soft Drink
- Medium Fry
- 1 of 4 Collectibles
- McShaker Bag
- McShaker Seaoning (Dill Pickle)

2 SMALLWARES

- Ensure you have 2 fry scoops available
- Ensure you store McShaker Seasoning in an clear container OR black Cambro

3 NEW PRODUCT & PACKAGING

- Bundle Boxes for the meal
- McShaker Bags and McShaker Seasoning to make McShaker Fries
- 4x Collectibles in blind polybags
- Everything will arrive week of 11/25

WRIN	ITEM	CASE COUNT	RECOMMENDED STORAGE LOCATION
05550-135	McShaker Seasoning	200/case	Cambro at HLZ/HLS/OOAT
19859-000	4x Collectible in blind polybag	200/case	Happy Meal Cart/additional LTO space at HLZ/HLS/OOAT
04607-137	McShaker Bag	1000/case	Cambro next to Shaker Seasoning at HLZ/HLS/OOAT
19603-002	Bundle Box	210/case	Happy Meal Cart/Happy Meal box/bag storage at HLZ/HLS/OOAT

4 OPERATIONAL & PROCEDURAL CALLOUTS

- McShaker Fries may be purchased à la carte
- New POS keys for the meal, seasoning and McShaker Fries – they will all be located under the Holiday Meal button
- The collectible will not be available à la carte during the program window
- If customers request specific collectibles, Crew should politely let them know that specific requests cannot be fulfilled due to surprise packaging

TRAIN & COACH CREW ON PROPER BUNDLE BOX PROCEDURES

1. Collectible placed on far-right side
2. McShaker bag + Seasoning packet next to collectible
3. 3 Napkins
4. Big Mac or 10-piece bottom left (don't forget sauce cups)
5. Fries on top left

Service Reminder is included in your NABIT kits



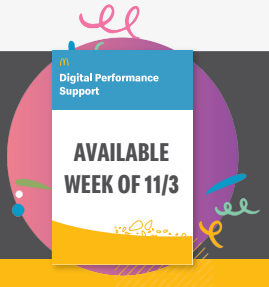
ACTION REQUIRED!

SCAN THE QR CODE or use the RFM GRID link for Key Dates and Menu Setup Information.

Restaurant RFM Admins MUST Price, Tax and Activate Menu Items.

- POP arrives: Week of 11/24
- Promotion Begins: 12/2
- Phase out: 12/25

DIGITAL PERFORMANCE SUPPORT (DPS) AVAILABLE ON NABIT SITE



REMEMBER

Ensure Crew know that the green coffee cup from the December McCafé packaging is **NOT** part of this meal.

Questions? Contact: **Alex Linkenheld** alex.linkenheld@us.mcd.com **Brannt Faris** brannt.faris@us.mcd.com

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