

McDonald's Announces New McVegan Burger

Available in Chicago starting November 10, 2022

CHICAGO — McDonald's announces its newest addition to the menu: the McVegan Burger. It is a 6-ounce soy patty blended with potatoes, peas, green peppers, and special seasonings, served on a sesame seed bun. It is topped with lettuce, tomato slices, pickles, onions, ketchup, and eggless mayonnaise. The burger has 438 calories and 21 grams of fat, costing \$5.49.

Chris Kempczini, President and CEO of McDonald's, stated, "We're ecstatic to launch our new "McVegan" burger that provides the classic McDonald's burger experience, all while being meat-free."

Crafting the burger has taken two years to develop and has been undergoing taste tests nationwide over the last month.

"McVegan has already become a top seller after introducing it in Sweden and Finland. We plan on introducing the burger in the United States at 929 restaurants in 10 major markets, including Chicago, Los Angeles, and San Francisco," says Joe Erlinger, President of McDonald's USA.

After visiting a small but successful restaurant run by brothers Dick and Mac McDonald, Ray Kroc founded McDonald's System Inc. in 1955. Six years later, Kroc bought the exclusive rights to McDonald's name and operating system, establishing the McDonald's Corporation. Kroc's business model was to prioritize consistent, high-quality, and uniform preparation methods that would taste the same no matter which McDonald's individuals visited. Kroc's method proved successful when, in 1968, McDonald's sold 100 million hamburgers.

Today, over 70 percent of McDonald's restaurants are run based on rapid expansion through franchises. In the UK, the first franchised restaurant opened in 1986. Today, there are over 1,200 restaurants with over 70,000 workers, of which franchises operate 34 percent.

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