

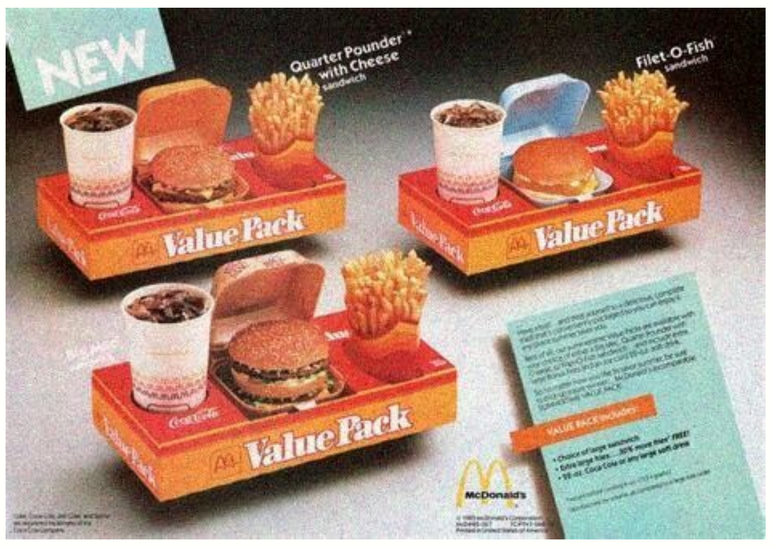
I am not robot!

2000s mcdonald's menu

Product shot of a McDonald's Big Mac hamburger in the 1980s. Henry Groskinsky/The LIFE Images Collection/Getty Images What was life like before we ever uttered the words "Big Mac" or "supersize it"?McDonald's, the largest fast-food chain in the world, has been around for over 60 years. During that time, much has changed at the restaurant.What started out as a small barbecue shack serving 15-cent burgers has now become a global empire making billions of dollars each year. Everything from the packaging to the menu has evolved over the years, and the differences between McDonald's restaurants years ago and today may surprise you.Here's how McDonald's has changed since its beginnings in the 1940s. Founder and chairman of McDonald's Corporation, Ray Kroc, stands outside one of his franchises, holding a hamburger and a drink. Bettman/Getty Images The small restaurant, which first opened in 1940, had a very simple menu — just burgers, french fries, and beverages like "Triple Thick Milkshakes" — allowing the brothers to focus on quality.In 1948, the McDonald brothers lowered the cost of their burgers to just 15 cents, roughly half the price of local competitors. Due to the self-service counter, there was no need for waiters or waitresses.



Due to the self-service counter, there was no need for waiters or waitresses.
Burgers were cooked ahead of time, wrapped in paper, and kept warm under a heat lamp, which meant customers received their food in record time.Amazed by the efficiency of the restaurant, Kroc wanted in. He became the first McDonald's franchisee agent. The McDonald's museum in Des Plaines, Illinois, May 26, 2012. REUTERS/Jim Young Kroc's first McDonald's location was opened in Des Plaines, Illinois, on April 15, 1955. According to McDonald's, first-day sales at the new location were $366.12. It's now an operating museum.In 1955, Kroc founded McDonald's System, Inc., which would inevitably become the McDonald's Corporation we know today. By 1958, McDonald's had sold 100 million burgers.In 1961, Kroc bought the McDonald brothers out for $2.7 million. He now owned the exclusive brand name rights and operation of all McDonald's locations. McDonald's Shutterstock / Allard One For roughly three-quarters of a century, McDonald’s has been serving burgers and beverages that taste the same in Alaska as they do in Alabama, but the menu has definitely changed over the years. (Hello, $1 $2 $3 Dollar Menu!) Here’s a taste: 1940: Barbecue Did you know the first McDonald’s menu was barbecue-themed? Yup! The very first McDonald’s restaurant was opened by Dick and Mac McDonald as a car-hop on Fourteenth and E in San Bernardino, California. It offered a barbecue-style menu, and you can see an actual copy of that menu here! 1948: Hamburgers & Cheeseburgers In 1948, in response to what caught on with customers, the McDonald brothers revamped their restaurant as a walk-up hamburger stand. There were only four food items on the menu (plus milk, coffee and sodas): Hamburger Cheeseburger Potato chips Pie The hamburgers sold for 15 cents, or about half as much as at a sit-down restaurant. (Speaking of burgers, you don’t want to miss our 10 best burger recipes!) 1949: Fries & Milkshakes Just one year later, the McDonald brothers introduced french fries and the restaurant’s signature Triple Thick Milkshakes. (Here’s why McDonald’s fries are so good.) 1955: Ray Kroc Ray Kroc isn’t a menu item, but he’s an important part of the restaurant chain’s story! He discovered the McDonalds brothers’ restaurant—with its simple menu and super-fast hamburgers. He signed on as franchising partner and opened the first McDonald’s east of the Mississippi in Des Plaines, Illinois. The menu, including the low prices, remained virtually the same. 1965: Filet-o-Fish In 1961, Kroc purchased all the rights to McDonald’s. The first item he added to the national menu was the Filet-O-Fish sandwich, created by Lou Groen, a McDonald’s franchisee in Cincinnati, to help build volume among Catholics. It was advertised as “the fish that catches people.” 1968: Big Mac® and the Hot Apple Pie The Big Mac was developed by franchisee Jim Delligatti of Pittsburgh, Pennsylvania in 1967 and was added to the menu in 1968. You could buy it for about 49 cents. The first TV ad for the Big Mac appeared in 1969 and featured the memorable Ballad of the Big Mac: “Two all beef patties, special sauce, lettuce, cheese, pickles, onions—on a sesame seed bun!” The McDonald’s Hot Apple Pie was also introduced in 1968. Back then it was deep-fried. Who could ask for more?
1970: Shamrock Shake The Shamrock Shake was introduced to celebrate St. Patrick’s Day.



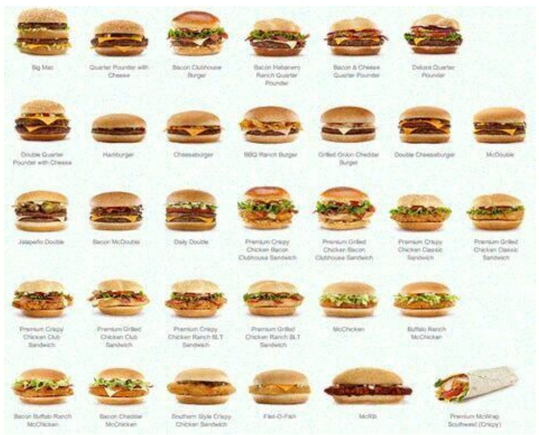
Bettman/Getty Images The small restaurant, which first opened in 1940, had a very simple menu — just burgers, french fries, and beverages like "Triple Thick Milkshakes" — allowing the brothers to focus on quality.In 1948, the McDonald brothers lowered the cost of their burgers to just 15 cents, roughly half the price of local competitors. Due to the self-service counter, there was no need for waiters or waitresses. Burgers were cooked ahead of time, wrapped in paper, and kept warm under a heat lamp, which meant customers received their food in record time.Amazed by the efficiency of the restaurant, Kroc wanted in. He became the first McDonald's franchisee agent.



Bettman/Getty Images The small restaurant, which first opened in 1940, had a very simple menu — just burgers, french fries, and beverages like "Triple Thick Milkshakes" — allowing the brothers to focus on quality.In 1948, the McDonald brothers lowered the cost of their burgers to just 15 cents, roughly half the price of local competitors. Due to the self-service counter, there was no need for waiters or waitresses. Burgers were cooked ahead of time, wrapped in paper, and kept warm under a heat lamp, which meant customers received their food in record time.Amazed by the efficiency of the restaurant, Kroc wanted in. He became the first McDonald's franchisee agent. The McDonald's museum in Des Plaines, Illinois, May 26, 2012. REUTERS/Jim Young Kroc's first McDonald's location was opened in Des Plaines, Illinois, on April 15, 1955. According to McDonald's, first-day sales at the new location were $366.12. It's now an operating museum.In 1955, Kroc founded McDonald's System, Inc., which would inevitably become the McDonald's Corporation we know today.
By 1958, McDonald's had sold 100 million burgers.In 1961, Kroc bought the McDonald brothers out for $2.7 million. He now owned the exclusive brand name rights and operation of all McDonald's locations. McDonald's Shutterstock / Allard One For roughly three-quarters of a century, McDonald’s has been serving burgers and beverages that taste the same in Alaska as they do in Alabama, but the menu has definitely changed over the years. (Hello, $1 $2 $3 Dollar Menu!) Here’s a taste: 1940: Barbecue Did you know the first McDonald’s menu was barbecue-themed? Yup! The very first McDonald’s restaurant was opened by Dick and Mac McDonald as a car-hop on Fourteenth and E in San Bernardino, California. It offered a barbecue-style menu, and you can see an actual copy of that menu here! 1948: Hamburgers & Cheeseburgers In 1948, in response to what caught on with customers, the McDonald brothers revamped their restaurant as a walk-up hamburger stand. There were only four food items on the menu (plus milk, coffee and sodas): Hamburger Cheeseburger Potato chips Pie The hamburgers sold for 15 cents, or about half as much as at a sit-down restaurant. (Speaking of burgers, you don’t want to miss our 10 best burger recipes!) 1949: Fries & Milkshakes Just one year later, the McDonald brothers introduced french fries and the restaurant’s signature Triple Thick Milkshakes. (Here’s why McDonald’s fries are so good.) 1955: Ray Kroc Ray Kroc isn’t a menu item, but he’s an important part of the restaurant chain’s story! He discovered the McDonalds brothers’ restaurant—with its simple menu and super-fast hamburgers. He signed on as franchising partner and opened the first McDonald’s east of the Mississippi in Des Plaines, Illinois. The menu, including the low prices, remained virtually the same. 1965: Filet-o-Fish In 1961, Kroc purchased all the rights to McDonald’s. The first item he added to the national menu was the Filet-O-Fish sandwich, created by Lou Groen, a McDonald’s franchisee in Cincinnati, to help build volume among Catholics. It was advertised as “the fish that catches people.” 1968: Big Mac® and the Hot Apple Pie The Big Mac was developed by franchisee Jim Delligatti of Pittsburgh, Pennsylvania in 1967 and was added to the menu in 1968. You could buy it for about 49 cents. The first TV ad for the Big Mac appeared in 1969 and featured the memorable Ballad of the Big Mac: “Two all beef patties, special sauce, lettuce, cheese, pickles, onions—on a sesame seed bun!” The McDonald’s Hot Apple Pie was also introduced in 1968. Back then it was deep-fried. Who could ask for more? 1970: Shamrock Shake The Shamrock Shake was introduced to celebrate St. Patrick’s Day. It originally had a lemon-lime flavor–really! (The mint-vanilla debuted in 1973.) Here’s our history of the Shamrock Shake, plus how to make a copycat version. 1973: Quarter Pounder® The Quarter Pounder was introduced in Fremont, California in 1971 but became part of the national menu in 1973. The 4-ounce all-beef patty, topped with ketchup, mustard, slivered onions and two dill pickles served on a sesame seed bun, sold for 60 cents.



Due to the self-service counter, there was no need for waiters or waitresses. Burgers were cooked ahead of time, wrapped in paper, and kept warm under a heat lamp, which meant customers received their food in record time.Amazed by the efficiency of the restaurant, Kroc wanted in. He became the first McDonald's franchisee agent. The McDonald's museum in Des Plaines, Illinois, May 26, 2012. REUTERS/Jim Young Kroc's first McDonald's location was opened in Des Plaines, Illinois, on April 15, 1955.
According to McDonald's, first-day sales at the new location were $366.12. It's now an operating museum.In 1955, Kroc founded McDonald's System, Inc., which would inevitably become the McDonald's Corporation we know today. By 1958, McDonald's had sold 100 million burgers.In 1961, Kroc bought the McDonald brothers out for $2.7 million. He now owned the exclusive brand name rights and operation of all McDonald's locations.



Founder and chairman of McDonald's Corporation, Ray Kroc, stands outside one of his franchises, holding a hamburger and a drink. Bettman/Getty Images The small restaurant, which first opened in 1940, had a very simple menu — just burgers, french fries, and beverages like "Triple Thick Milkshakes" — allowing the brothers to focus on quality.In 1948, the McDonald brothers lowered the cost of their burgers to just 15 cents, roughly half the price of local competitors. Due to the self-service counter, there was no need for waiters or waitresses. Burgers were cooked ahead of time, wrapped in paper, and kept warm under a heat lamp, which meant customers received their food in record time.Amazed by the efficiency of the restaurant, Kroc wanted in. He became the first McDonald's franchisee agent. The McDonald's museum in Des Plaines, Illinois, May 26, 2012. REUTERS/Jim Young Kroc's first McDonald's location was opened in Des Plaines, Illinois, on April 15, 1955. According to McDonald's, first-day sales at the new location were $366.12. It's now an operating museum.In 1955, Kroc founded McDonald's System, Inc., which would inevitably become the McDonald's Corporation we know today. By 1958, McDonald's had sold 100 million burgers.In 1961, Kroc bought the McDonald brothers out for $2.7 million. He now owned the exclusive brand name rights and operation of all McDonald's locations.

McDonald's Shutterstock / Allard One For roughly three-quarters of a century, McDonald’s has been serving burgers and beverages that taste the same in Alaska as they do in Alabama, but the menu has definitely changed over the years. (Hello, $1 $2 $3 Dollar Menu!) Here’s a taste: 1940: Barbecue Did you know the first McDonald’s menu was barbecue-themed? Yup! The very first McDonald’s restaurant was opened by Dick and Mac McDonald as a car-hop on Fourteenth and E in San Bernardino, California. It offered a barbecue-style menu, and you can see an actual copy of that menu here! 1948: Hamburgers & Cheeseburgers In 1948, in response to what caught on with customers, the McDonald brothers revamped their restaurant as a walk-up hamburger stand. There were only four food items on the menu (plus milk, coffee and sodas): Hamburger Cheeseburger Potato chips Pie The hamburgers sold for 15 cents, or about half as much as at a sit-down restaurant. (Speaking of burgers, you don’t want to miss our 10 best burger recipes!) 1949: Fries & Milkshakes Just one year later, the McDonald brothers introduced french fries and the restaurant’s signature Triple Thick Milkshakes. (Here’s why McDonald’s fries are so good.) 1955: Ray Kroc Ray Kroc isn’t a menu item, but he’s an important part of the restaurant chain’s story! He discovered the McDonalds brothers’ restaurant—with its simple menu and super-fast hamburgers. He signed on as franchising partner and opened the first McDonald’s east of the Mississippi in Des Plaines, Illinois. The menu, including the low prices, remained virtually the same. 1965: Filet-o-Fish In 1961, Kroc purchased all the rights to McDonald’s.

The first item he added to the national menu was the Filet-O-Fish sandwich, created by Lou Groen, a McDonald’s franchisee in Cincinnati, to help build volume among Catholics. It was advertised as “the fish that catches people.” 1968: Big Mac® and the Hot Apple Pie The Big Mac was developed by franchisee Jim Delligatti of Pittsburgh, Pennsylvania in 1967 and was added to the menu in 1968. You could buy it for about 49 cents.

The first TV ad for the Big Mac appeared in 1969 and featured the memorable Ballad of the Big Mac: “Two all beef patties, special sauce, lettuce, cheese, pickles, onions—on a sesame seed bun!” The McDonald’s Hot Apple Pie was also introduced in 1968. Back then it was deep-fried. Who could ask for more?

1970: Shamrock Shake The Shamrock Shake was introduced to celebrate St. Patrick’s Day. It originally had a lemon-lime flavor–really! (The mint-vanilla debuted in 1973.) Here’s our history of the Shamrock Shake, plus how to make a copycat version. 1973: Quarter Pounder® The Quarter Pounder was introduced in Fremont, California in 1971 but became part of the national menu in 1973. The 4-ounce all-beef patty, topped with ketchup, mustard, slivered onions and two dill pickles served on a sesame seed bun, sold for 60 cents. For an extra 10 cents, you could upgrade to a Quarter Pounder with Cheese. (Here’s a photo of a 1973 menu.) If you’re craving a burger now, try a new one from the McDonald’s secret menu.

1975: Egg McMuffin The Egg McMuffin was created by Herb Peterson of Santa Barbara, California in 1972 and added to the national menu in 1975. It sold for about 63 cents at the time–what a steal! The complete McDonald’s breakfast arrived in 1977. Don’t have time for the drive-thru?

Here are 40 freezer breakfasts you should always have on hand. 1979: The Happy Meal Turns out the Happy Meal was inspired by popular kids’ cereal that packed toys in the box. They were also in high demand by parents who didn’t want kids “picking” at their own fries. Don’t miss these 16 recipes for people who really really love fries. 1982: McRib Sandwich The McRib might never have happened if it weren’t for a chicken shortage in the late 1970s. In response to what McDonald’s feared would be a run on McNuggets, the McRib was born…with a one-word slogan that many Gen-Xers will never forget: Chomp. 1983: Chicken McNuggets Chicken McNuggets, served in some local restaurants as early as 1980, were introduced to all McDonald’s locations in 1983. What’s better than a good ol’ McNugget? How about a Parmesan Chicken Nugget you make yourself? 1985: Bye, McRib; Hello, McDLT When the McRib disappeared from the McDonald’s menu, “Mouths were sad. Hope was lost.” But it’s been making short appearances here and there over the years since 1994. We looked into why the McRib keeps disappearing and coming back–here’s our take. 1985 was also the year the McDLT was rolled out to satisfy those who preferred a burger with fresh leaf lettuce and tomatoes (like Burger King’s famous Whopper). McDonald’s had been resisting adding fresh veg to their hamburgers until they came up with a two-compartment box that could keep the cold ingredients away from the hot ones, so the lettuce would stay crisp. 1986: Salads! Following the lead of other fast food restaurants, McDonald’s started offering healthier choices in 1986 with its salads. They’re still going strong today with options like the Southwest Grilled Chicken Salad.

Not bad! (These spring salad ideas will up your greens game, too.) 1992: Baked Apple Pies Appealing to customer preferences and trends, the fried apple pie was replaced by a baked variety in 1992. Today, the baked pies are filled with six apples that are handpicked in the US: Fuji, Golden Delicious, Jonagold, Rome, Gala and Ida Red. Of course, you can always make a mouthwatering apple pie at home! 1995: McFlurries McFlurry Desserts, invented by Ron McLellan, were added to the McDonald’s Canada menu in 1995 and are still the talk of Canadians debating whether Smarties or M&M’s make a better mix-in. Since M&M’s has three new flavors you can vote on, we’re going with M&M’s, at least for now! 2000-2003: LOTS of Menu Changes The early aughts brought forth a number of new menu items that didn’t last long. Do you remember the Bratwurst, the Cheddar Melt, the McPhilly Cheesesteak, Mighty Wings (with a brief comeback in 2013), Chicken Flatbread or the Corndog? Must’ve slipped our memory! (Here are 11 more menu items you don’t see anymore.) But 2000 was also the year the Fruit ‘N Yogurt Parfait was introduced, and it’s still going strong. The sweet McGriddle breakfast sandwich made its way to menus in 2001, too. Honorable mention: The Big ‘N Tasty made its first appearance on the national menu in 2001 and lasted nearly a decade.

2010: Oatmeal Something you never expected to see on the McDonald’s menu–oatmeal! You might be surprised by some of the ingredients, but it’s still around, so you can check it out for breakfast.

(Prefer the homemade stuff? We’re happy to share our top oatmeal ideas.) 2015: All-Day Breakfast People have hankered for all-day breakfast from McDonald’s since the introduction of the Egg McMuffin. In 2015, it finally happened! The all-day breakfast made it possible to order hotcakes and hashbrowns from dawn ’til dusk and unlocked this secret ordering trick. Got a hankering for a McDonald’s meal but don’t want to make a trip to the Golden Arches? We’ve got you covered: Best McDonald's Copycat Recipes Inspired By: McDonald's Cheeseburger A favorite on McDonald's dollar menu, these copycat burgers are a blend of ground beef and breadcrumbs. You can cook them on the stovetop on a grill pan or a standard skillet. I like to top these burgers with cheese, lettuce, pickles, onions, ketchup and mustard. —Mike Goldman, Arden Hills, Minnesota Go to Recipe Nancy Mock for Taste of Home Inspired By: McDonald's Special Sauce We cracked the code on one of McDonald's best-kept secrets; the Big Mac sauce! Perfect for topping on burgers, or dipping your fries and nuggets in, this McDonald's copycat recipe is one you'll want to keep on hand. —Taste of Home Test Kitchen Go to Recipe Taste of HomeInspired By: Chicken McNuggetsI like to make these golden chicken nuggets because they’re so quick and easy. My whole family loves them. The seasoning can also be used on chicken breast halves to make amazing sandwiches. —Annette Ellyson, Carolina, West Virginia Taste of HomeInspired By: McDonald's French FriesIt's a fact that McDonald's fries are one of their best-selling items, so we've created an even tastier way to eat their fries! The addition of Parmesan and garlic is optional, but they make this side dish simply irresistible. —Taste of Home Test Kitchen Inspired By: Egg McMuffinOn a busy morning, this McDonald's copycat recipe save the day. A hearty combo of eggs, Canadian bacon and cheese will keep you fueled through lunchtime and beyond.

—Christine Rukavena, Taste of Home Senior Editor NANCY MOCK FOR TASTE OF HOME Inspired By: Shamrock Shake When this colorful dessert appears on the McDonald’s menu, you know St. Patrick’s Day is right around the corner.

Make your own all year round with this McDonald's copycat recipe. —Nancy Mock, Colchester, Vermont Go to Recipe Tmb Studio Inspired By: Sweet-and-Sour Sauce The sauces of all sauces to go with a crispy McNugget, this sweet-and-sour sauce recipe tastes just like the franchise's. If you like your sauces spicy, some crushed red pepper flakes give this sauce a little added kick. —Taste of Home Test Kitchen Go to Recipe Inspired By: Quarter Pounder with CheeseThis McDonald's copycat recipe is a terrific taste of summer served with tall glasses of lemonade or cola. —Jesse & Anne Foust, Bluefield, West Virginia Taste of HomeInspired By: Bacon, Egg & Cheese BiscuitI turned classic breakfast sandwiches into something heartier that you could even enjoy for dinner. We pile toppings like salsa and avocado—mayo and ketchup, too—on the homemade biscuits. —Fay Moreland, Wichita Falls, Texas Inspired By: Honey Mustard SauceThis fast, easy mustard with rice vinegar and honey has more flavor than any other honey mustard dressing I've ever tried. —Sharon Rehm, New Blaine, Arkansas Inspire By: McChickenAfter trying all the major fast-food chains' chicken sandwiches, I decided to come up with my own McDonald's copycat recipe. I know everyone says theirs is better than the original, but mine really is. —Ralph Jones, San Diego, California Taste of HomeInspired By: McCafe Strawberry ShakeCool off with a thick and rich treat that will remind you of a malt shoppe! Nothing can beat this McDonald’s copycat strawberry shake recipe. —Ruby Williams, Bogalusa, Louisiana. Inspired By: HotcakesI found this fluffy and easy pancake recipe among our old family favorites and adapted it to make a small amount. It's quick and easy to prepare, but we still consider it a special treat. —Eugene Presley, Council, Virginia Taste of HomeInspired By: Chicken SelectsI recently made this recipe of Mom's for my in-laws and they told me it was the "best fried chicken ever." Slicing the chicken breasts into strips cuts down on cooking time and ensures every piece is crunchy and evenly coated. Serve the homemade chicken tenders with your favorite dipping sauce. —Genny Monchamp, Redding, California TMB studioInspired By: Tangy Barbecue SauceI've never cared that much for store bought barbecue sauce. I just like to make things myself from scratch including this spicy, deep red-brown sauce. You'll find it clings well when you slather it on grilled meat. —Helena Georgette Mann, Sacramento, California TMB Studio Inspired By: Iced Coffee Skip those morning drive-thru stops with this McDonald's copycat iced coffee recipe.

Made with only four ingredients, your morning drink necessity can even been made ahead of time so it's ready to go when you are. —Taste of Home Test Kitchen Go to Recipe Taste of HomeInspired By: Cinnamon MeltsA slow cooker turns day-old cinnamon rolls into a comforting, old-fashioned dessert. It tastes wonderful topped with lemon or vanilla sauce or whipped cream. —Edna Hoffman, Hebron, Indiana Inspired By: McRibPerfect for a weekday dinner or cozy weekend meal, this McDonald's copycat recipe makes fall-off-the-bone tender meat with delicious flavor. —Margaret Luchsinger, Jupiter, Florida Inspired By: Fruit & Maple OatmealI tasted muesli on a trip to Switzerland, and when I came home, I made it my way. Keep things interesting (and avoid midmorning munchies) by adding different fruits and nuts every day. —Maddie Kirk, Springfield, Pennsylvania Inspired By: Filet-O-FishThe seasoned breading of this hearty sandwich turns mild-flavored cod or halibut into a taste sensation, and the creamy sauce just keeps it going! —Mildred Caruso, Brighton, Tennessee Inspired By: Tartar SauceYou'll never buy the jarred stuff again once you've tried this homemade tartar sauce recipe! —Michelle Stromko, Darlington, Maryland Taste of HomeInspired By: Spicy Chicken McNuggetsWe devour these spicy chicken nuggets at least once a week. If you want to tone down the heat, skip the chipotle pepper. —Cheryl Cook, Palmyra, Virginia Inspired By: Sausage BurritoThis is a great kid-friendly recipe that takes only 20 minutes to prepare and cook. —Sharon Haswell, Cheshire, Massachusetts Inspired By: Sweet BBQ Bacon BurgerEvery family has a burger of choice, and this McDonald's copycat recipe is ours. It's stacked tall with bacon and crunchy onion rings. —Paula Homer, Nampa, Idaho Taste of HomeInspired By: Fruit 'N Yogurt ParfaitThe best time for this dessert is midsummer, when the blueberries are thick in our northern woods. Red raspberries can be added to the mixed berries, too, to brighten the patriotic colors. —Anne Theriault, Wellesley, Massachusetts Inspired By: Fish McBitesMy husband and I love fried fish, but we're both trying to cut back on dietary fat.

I came up with this oven-baked version. He likes it as much as deep-fried fish, so I know it's a winner. —LaDonna Reed, Ponca City, Oklahoma Enjoy the flavors of Christmas all-year-round with this McDonald's Eggnog Shake recipe. Simply add eggnog, vanilla ice cream, rum extract and nutmeg to a blender and blend it all together for that perfect milkshake. Don't forget the cherry on top! —Taste of Home Test Kitchen Go to Recipe This article is more than 10 years old. Of all companies that have managed to withstand the many challenges time brings to their way, on stands out: McDonald’s (NYSE:MCD). On Friday morning, the company reported another blockbuster quarter, beating both on the bottom and top lines, sending its stock soaring. How the company does it? By adaptation and innovation, coming up with innovative products and services to address the needs of a diverse consumer market—as shaped by demographic, economic and local factors: McDonald’s rode the baby-boomer trend in the 1960s, the swelling ranks of teenagers and the rising female labor force participation, supplying a fast and inexpensive menu. In the 1970s and the 1980s, McDonald’s rode the globalization trend by transferring the American Way of Life to many countries around the world. At the same time, McDonald’s adapted to the social context of each county by franchising to locals. In the 1990s and early 2000s, McDonald’s made successful efforts to restore its corporate image by launching the “Fast an Convenient” campaign that involved the radical adjustment of the company’s product portfolio to emerging food industry trends—the re-furbish of McDonald’s restaurants to achieve a banded, updated, and more natural dining environment. The “fast” and “convenient” elements of the McDonald’s concept were augmented by the “healthy” and “more natural” element, by adding salads, fruits, and carrot sticks to the menu. In nowadays, McDonald’s continue to broaden its product portfolio by offering high quality coffee and healthy drinks (either through its traditional restaurants or the Cafés), competing head to head with Starbucks and local cafeterias—benefiting by local trends like austerity in Europe. Disclosure: I have no position in the stock