



## McDonald's 'What's Your Spice?' - Fest

~ Adds 11 products as limited time offer to mark the festive celebrations ~

**Mumbai, November 2, 2018:** The festive season is all about doing something special for your loved ones and McDonald's India (West and South) is following the same tradition. It is surprising its customer with the 'What's Your Spice? - Fest, a special treat of 11 **Spicy, Masaledar, Chatpata** food and beverage options.

When one thinks of spicy the first thought that comes to mind is chillies. McDonald's is redefining 'spicy' with the new additions to its menu. The new products are flavourful amalgamations of diverse spices like Habanero Chillies, Green Chillies, Peri-Peri Chillies and Sriracha Chillies, specially curated keeping the country's love for spice in mind.

Commenting on the launch, **Seema Arora Nambiar, Senior Vice President, Strategy, Innovation and Capability, Hardcastle Restaurants Pvt. Ltd** said, "We love surprising our customers and adding joy to their festivities by offering them menu options in a unique McDonald's way. We know Indians like their food to be spicy and so we decided to bring a whole range of different exotic spices in a distinctively global way! McDonald's has been consciously working on bringing new flavours wrapped in goodness and after rice, we now bring you a range of food options that are scrumptious and wrapped in wholesomeness."

The new range of menu offerings have been specially curated under three spice categories:

**Chatpata Spice** –A Salsa Bean Burger with bean patty topped with a combination of two 'chatpata' sauces along with vegetables. To complement the tangy burger, it can be paired with Salsa Cheesy Fries. To cut the spice, add an Oreo cookie and cream shake.



**Masaledar Spice** –The famous naan with a Green Chilli fold-over topped with the cocktail sauce works well with Cheesy Masala Wedges and Choco Hazelnut Shake.

**Spicy Spice** – Satiating the 'spicy' craving with McSpicy Paneer/Chicken Burger along with Peri-Peri Fries. To balance the spice, customers can opt for the iced tea.





The festivities are not complete without a sweet treat, customers can relish Caramel Crunch Sunday to wrap the meal.

Taking our commitment of offering wholesome and nutritious food forward, the new range has a mix of chicken, paneer and beans which are high on protein content and are served with a whole wheat bun option.

Available all across West and South India, the products are starting at an attractive/affordable price of Rs. 59.

***Hurry! Figure out 'what's your spice?' with the new menu options at a McDonald's store near you. These new offerings are available for a short period of time!***

**About Westlife Development:**

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. The Company operates a chain of McDonald's restaurants in west and south India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

**About Hardcastle Restaurants:**

Hardcastle Restaurants Pvt Ltd (HRPL) is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets. HRPL has been a franchisee in this part of India since its inception in 1996.

HRPL serves approximately 200 million customers, annually, at its 287 (as of September 30, 2018) McDonald's restaurants across 39 cities in the states or union territory of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Puducherry, Goa and parts of Madhya Pradesh, and provides direct employment to over 8,700 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery and dessert Kiosks. The menu features Burgers, Finger Foods, Wraps and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an in-house McCafé.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

For any further queries, contact:

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