



Now Share your Shakes with loved ones, a new premium range launched at McCafé

The festive season is here and to spread the warmth of festive season with everyone, McDonald's in-house coffee chain, McCafé has introduced three new premium, mouth-watering sipping desserts called Share Shakes. The indulgent Share Shakes are a tempting combination of dessert and beverage which you can eat it while you sip. These treat-laden shakes are meant for sharing and spending quality time with your friends.

Research shows that sharing of food connects people and lays the foundation for trust, cooperation, and fosters familiarity, the essential ingredients to any thriving friendship. Interestingly, it also indicates that food sharing is a form of non-verbal communication that signifies camaraderie between two individuals. With an aim to cater to this unmet consumer need, McDonald's has introduced delectable premium Share Shakes that are available in three flavours and affordably priced between Rs. 180 to Rs. 190. **Oats N Raisins Cookie Crunch** has freshly baked oats and raisins cookies crushed with whipped cream and vanilla soft serve ice cream and topped with real raisins. **Strawberry Oreo Whirl** comprises of oreo crush cookies and vanilla soft serve ice cream, topped with whipped cream and real strawberry slices. **Espresso N Brownie Overload** is a concoction of signature fresh McCafé espresso, mixed with vanilla soft serve and topped with walnut brownie slices with nuts.

McDonald's® launched its most successful global brand extension 'McCafé®' – an in-house coffee style chain in October 2013 in India. Within a span of 3 years, McDonald's has expanded its McCafé® network to over 90+ restaurants across 11 cities (as of YTD) – Mumbai, Nashik, Aurangabad, Pune, Kolhapur, Ahmedabad, Baroda, Vapi, Surat, Bengaluru and Indore. The expansion of McCafé® brand extension and its product offering is part of the company's goal to elevate its beverage platform and to become India's favourite destination for good food and quality beverages at affordable price. McCafé® offers a diverse range of hot and cold beverages such as cappuccino, iced latte, frappés and teas. After successfully rolling out the made to order hand brewed coffee range, McCafé added delectable beverage range from smoothies, iced splash drinks to now share shakes for customers looking for wholesome and nourishing choices.

The new Share shakes are available from 13th October 2016 across all McCafé outlets till stock last. With Share Shakes, make your festive season even merrier before you miss them out!

About McCafé®:

McCafé® is a coffee-house-style food and drink chain, owned by McDonald's. Created and launched in Melbourne, Australia in 1993, the chain reflects a consumer trend towards espresso coffees. The chain



is spread worldwide, with the first one in the United States opening in Chicago, Illinois, in May 2001 when there were about 300 worldwide. Today, McCafé® is across Costa Rica, Japan, Paraguay, South Africa, Spain, Ukraine, Canada, Malaysia and UK. There are over 15,000 restaurants that sell the McCafé® products worldwide. Globally, McCafé's® product line consists of mocha, cappuccino, espresso, Americano, latte, iced latte, iced mocha and hot chocolate iced frappés, iced fruit smoothies, shakes besides a wide range of cookies, pastries and muffins.

In West and South India, McCafé® network is spread over 90+ restaurants across 11 cities (as of YTD) – Mumbai, Nashik, Aurangabad, Pune, Kolhapur, Ahmedabad, Baroda, Vapi, Surat, Bengaluru and Indore.