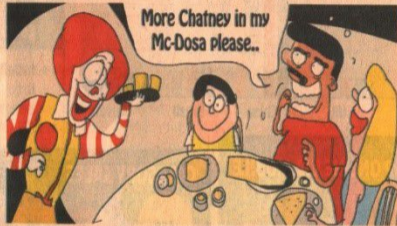


McDonald's Plans to Cook an Indian Breakfast Menu

Sagar.Malviya@timesgroup.com

Mumbai: McDonald's is planning a breakfast revolution with a branded menu that will include culinary delights that range from the quaint — masala dosa burgers with molaga podi sauce — to the familiar — anda bhurji. The McBreakfast is aimed at luring consumers early in the day with new dishes, some of which will only be available in the morning, in the hope that this will help perk up business in an industry that's been sluggish.

The new menu, a combination of continental and Indian options, will



be launched by the weekend, initially in Mumbai and then across India.

"We continue to look at inspiration from Indian cuisine and bring it as a McDonald's format which will give

you flavours from the west but the familiarity of Indian," said Amit Jatia, vice-chairman of Westlife Development, which runs McDonald's restaurants in the west and south.

The focus on breakfast isn't new for McDonald's. For instance, some of its restaurants have been opening early and dishing out egg, cheese and sausage muffins since 2010. And neither is the borrowing from Indian food. About two decades ago, McDonald's took a cue from street food and launched the Aloo Tikki burger, which went on to become one of the fastest-selling products in its stores. What's new, however, is the launch of an entire range as a separate menu, according to McDonald's. Apart from masala dosa burgers, it will also sell spinach and corn and hash brown brioche, along with plain and masala scram-

bled eggs, waffles and hotcakes. The company had a similar strategy for coffee and hot beverages when it launched the McCafe three years ago as a distinct format.

The move is also an attempt to adopt a healthier tack with most of the dishes being grilled, rather than fried. "Breakfast convenience on the go will increase as more people enter the segment. As a western quick service restaurant, we are going to grow the Indian breakfast market dramatically," said Jatia, suggesting that there's enough room and that McDonald's won't necessarily compete with Udipi and Irani restaurants that cater to breakfasters.