

IN NEWS

FANCY MCD'S DESI BURGER?

With McDonald's introducing Masala Dosa burger, a look at other wacky ones they introduced, reasons it has been in the news and its present performance

NEW DELHI To make women and their families happy, McDonald's appoints a female confidant at every outlet, aiming to enable women to talk more freely about their personal lives or family problems — topics they may be hesitant to discuss with male counterparts. McDonald's invites parents to visit its stores.

KOLHAPUR The Food and Drug Administration of Maharashtra ordered the McDonald's food chain to stop selling beverages in containers without caffeine labels. According to the Food Safety and Standards Act, 2006, all sweetened carbonated drinks need to be sold with a label saying "contains caffeine". The McDonald's outlet in Kolhapur was the first to have been found violating this.

KOLLAM McDonald's has opened its first outlet in Kollam, a coastal city in Kerala. This is the first McDonald's outlet in the city and the eighth in Kerala. The launch was announced by Westlife Development, the owner of the Master Franchises for McDonald's in West and South India. Westlife Development manages McDonald's through its subsidiary, Hardcastle restaurants.

NEW DELHI McDonald's, a global food service that has multiple outlets across India, celebrated its 20th year in India last November. To commemorate the occasion, the brand celebrated the milestone in style with the launch of a thematic brand campaign called, 'A lot has changed. Nothing has changed'.

JAIPUR revealed that three branches of McDonald's — a popular fast food chain — were reportedly using old staff that was over 15 days old. The discovery has spurred department officials to check if popular fast food chains in the city adhere to prescribed food safety standards.

THE FOUNDER

Directed by John Lee Hancock (*Saving Mr Banks*), *The Founder* features the true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac and Dick McDonald, who were running a burger operation in



1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw potential. Writer Robert Siegel (*The Wrestler*) details how Kroc manoeuvred himself into a position to be able to pull the company from the brothers and create a billion-dollar empire. This biopic chronicles Kroc's work transforming McDonald's from a small burger chain to a global franchise.

here's no denying that, to a certain extent, the once Big Mac of the food industry has become a small fry in the restaurant business. After a near 60 years of success as the king of QSRs, the consumer shift away from fast food and to healthier alternatives, coinciding with the rise of fast casual, has taken a big bite out of McDonald's.

Although the brand is still popular for its inexpensive efficiency — even if millennials don't want to admit it! — the last few years have plagued McDonald's with challenges. From headlines such as "Fallen Archies: Can McDonald's Get Its Mojo Back?" and "Still Not Lovin' It: McDonald's Sales in US Drop for Seventh Straight Quarter," it seemed as though foodservice professionals and consumers alike were watching and waiting to see if the world's largest restaurant company would finally crumble under all the pressure of falling market shares and its giant corporate identity crisis, as the brand struggled to find its footing with an increasingly health-conscious audience.

Even fast-casual success story and founder of Freshii, Matthew Corrin, penned a letter to McDonald's, calling out the QSR and calling for action by saying, "The reality is that McDonald's is stagnating... You are struggling with declining same-store sales, offering franchisees inadequate leadership and fumbling through your menu rather than adding healthier options." Is McDonald's making a comeback? Or could technology be its driving force?

Back From the Digital Dead? Mobile and Self-Serve Kioks

McDonald's has taken some impressive tactics to recapture waning consumer attention. From all-day breakfast, a promise to nutrition changes, and even replacing CEO last year in an effort to turn the ship around, the brand managed to get a boost in same-store sales, but the improvement has



leveled off since. What's next on the burger joint's road map?

According to Bloomberg, McDonald's is going digital. The chain is zeroed in on technology and plans to invest in it for the next two years to improve service. How? By digitizing its stores with new menu boards, setting up stations of self-ordering kioks, and introducing mobile ordering and paying while boosting its current app.

"Enhancing the overall experience is a critical part of its growing our business," Jim Sappington, executive vice president of operations and technology systems, said to Bloomberg. "This tech-savvy, almost fast-casual-like approach not only could luff the brand as the shifts to a \$15-hour minimum wage began, but this also could draw the millennial crowd back in with a newly highlighted feature: customization. The touchscreens allow guests to customize their order as they wish. At their leisure, hungry visitors can read nutrition facts, compare prices, and build their burger from start to finish. Currently, these kioks exist in about 2,000 restaurants worldwide, primarily in Europe, but will soon speed

up service throughout all its stores. "It's very difficult now to ask for something to be added to your double cheeseburger, or ask for no onions," Sappington said. "Doing that through the kioks, doing that through the app, is very easy, is very natural."

And speaking of the app, not only can it be used for discounts and tracking down the McRib sandwich, but next year will feature mobile ordering and paying capabilities. By 2018, this will expand to 25,000 of its locations. This technological push is already appearing in our Foodable Labs Data. Since the fourth quarter of 2015, McDonald's mobile engagement score jumped from 69.02 to 95.12 — that's an impressive 26.10 points. And its social restaurant visits score, social restaurant visits (SRVs) being a location-based social media action a consumer takes, increased 23.67 points from 65.57 to 89.97 in that same amount of time.

McDonald's new technology is bringing it to the right trajectory; but will this success be sustained and truly be enough to bring the brand back from the digital dead? Only time will tell.

— foodable.com

Wacky burgers

1 Ebi burger

The beloved burger comes in classic or cereal option both topped with shrimp paste flavoured sauce. The cereal-laden shrimp patty was slightly crispy on the outside and incredibly luscious and juicy on the inside. The sauce, a blend of onion, garlic, prawn paste and chilli padi, is savoury in flavour.



3 McLobster

Filled with Atlantic Canadian lobster meat and crispy lettuce on a fresh bun, it's bound to make a splash with everyone! So says McDonald's marketing. The classic New England and eastern Canadian lobster rolls that the McLobster imitates were never considered haute cuisine in the first place.



5 Tamago Double Mac

The Tamago Double Mac from Japan dresses up the egg and beef with bacon slices and a thick, almost-tartar sauce. It's not bad, if you like to chew to the beat of cholesterol on arterial walls.



2 McArabia grilled kofta

That's the Chicken Faldover of South African fame, right? Wrong. See how the flatbread is just a little less flat. It's obviously the McArabia, served throughout the Middle East is the same winning combination of chicken, veggies, and special sauce that has powered so many other McDonald's creations. You can also get a grilled kofta version, if you're feeling spicy.



Rice Burger Another example of McDonald's copying the style of other countries' successful franchises is the RiceBurger, which was invented by Mos Burger. It reached such popularity that McDonald's couldn't afford to not offer one of its own, all across Asia. The finest grains of fragrant white rice are pressed into patties to form the buns on these babies. A heartier bun, to be sure.

6 Spicy Chicken Faldover, Malaysia

The toppings and the sauce of the wrap were like the fried Chicken version, the difference being they swapped the chicken sausage patty with spicy fried chicken patty.

7 Mexican and Lebanese Mc'Allo Tikki Burgers

With the idea of 'Indian seeking global flavours', McDonald's took the McAllo Tikki and gave it a dose of Mexican and in another version Lebanese flavour too.