



Press Release

“Navibbaroo Bere-Berene”

with Aindrita Ray & Ronald McDonald

McDonald's India roll out initiative to highlight segregation of Veg and Non Veg processes

Bangalore, 31st March 2010: McDonald's, known for its glocalisation and respect for local culture, has done it again with its consumer awareness initiative titled “Navibbaroo bere-Berene”. The novel initiative was designed to highlight the clear segregation between Vegetarian & Non Vegetarian products, production lines and processes across the entire supply chain, which McDonald's has practiced in India right from its launch in the country. Kicking off the campaign in Bangalore were Kannada actress Aindrita Ray and iconic Chief Happiness Officer Ronald McDonald, who took part in some fun activities that reinforced the theme and importance of food segregation and safety.

The “Navibbaroo bere-Berene” initiative by McDonald's is in line with its respect for the culture of the people in any area of the world that it operates in. An internal survey by McDonald's highlighted the fact that Bangalore has a considerable population of vegetarian customers. The educative initiative aims to reassure and engage vegetarian customers in the city by giving them a hands on experience of the stringent guidelines and processes that McDonald's has instituted to ensure complete segregation of veg and non-veg products at various points in the supply chain system.

Under this unique programme called “Navibbaroo bere-Berene”, which literally means “we are separate”, customers will have an opportunity to witness the stringent guidelines and processes that McDonald's has developed in order to ensure a 100% vegetarian meal for its customers. McDonald's will organise kitchen tours for customers in select Bangalore restaurants, giving them a first-hand view of the segregation process followed at McDonald's and engage them through an educative communications campaign.



Creating a fun yet educative session, Aindrita and Ronald McDonald joined the restaurant crew in a set of activities that involved contests and games.

Commenting on the campaign **Mr. Ranjit Paliath, Director South, McDonald's India (West & South)**, said "McDonald's takes into consideration the cultural sensitivities of every market it operates in and so has tailored its operations accordingly in India from day one. The 'Navibbaroo Bere-Berene' initiative has been a big step forward to educate the discerning customer that they can walk into any McDonald's restaurant and be assured of what they are consuming as stringent operational processes and systems ensure that the customer has a memorable and delicious meal experience at their favourite restaurant".

McDonald's had re-engineered its operations in India to address the special requirements of a vegetarian menu. The cheese, mayonnaise, cold sauces and soft serves used in India are 100% vegetarian and only vegetable oil is used as a cooking medium. All vegetable products are prepared separately, using dedicated equipment and utensils only and vegetable products are kept separate throughout the various stages of procurement, cooking and serving. Additionally, India is the first country in the world where McDonald's does not offer any beef or pork items, highlighting the company's respect for local culture.

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