



## **McDonald's opens its second restaurant in Surat**

**Surat, December 16<sup>th</sup>, 2008:** Today, the city of Surat gets one more reason to rejoice as McDonald's India (West & South) opens a new outlet at the Valentine Multiplex. The restaurant is located on the ground floor and is spread over an area of approx 3200 sq. ft. with a capacity to seat 120 people. This is the 2<sup>nd</sup> McDonald's restaurant in Surat and the 8<sup>th</sup> in Gujarat.

In town to celebrate the opening of the new restaurant was Ronald McDonald, the iconic Chief Happiness Officer of McDonald's, who threw a party for 200 lucky kids. The children had a fun filled afternoon as Ronald thrilled them with an entertaining magic show as they feasted on delicious McDonald's burgers, wraps, French fries and more. Commenting on the opening of the store, **Mr. Amit Jatia, MD and JV Partner, McDonald's India (West and South)** said "Eating out has become extremely popular in Surat and we see a lot of potential in this rapidly evolving cosmopolitan market. At McDonald's, we always focus on providing Quality, Service, Cleanliness and Value (QSC&V) to our customers and our priority has always been customer service and convenience. We are confident that McDonald's in Surat will continue to live up to its reputation of being a family brand that provides customers a quick, tasty & affordable eating out option."

The McDonald's restaurant at Valentine Multiplex will deliver the same quality of food, excellent service and a relaxed ambience that the brand is internationally renowned for.

McDonald's worldwide is well known for the high degree of respect to the local culture. McDonald's has developed a menu especially for India with vegetarian selections like McVeggie™ Burger, Paneer Salsa Wrap™ McAloo Tikki Burger, Pizza McPuff to suit Indian tastes and culture. Keeping in line with this McDonald's does not offer any beef and pork items in India. McDonald's has also re-engineered its operations to address the special requirements of a vegetarian menu. The cheese and cold sauces used in India are 100% vegetarian. Vegetable products are prepared separately, using dedicated equipment and utensils. Also in India, only vegetable oil is used as a cooking medium. This separation of vegetarian and non-vegetarian food products is maintained throughout the various stages of procurement, cooking and serving.



## **Brief Background on McDonald's:**

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 countries serving 50 million customers each day.

Celebrating 11 years of leadership in food service retailing in India, McDonald's today has a network of 155 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

A leading food service retailer with 155 restaurants in India, McDonald's India caters to 3 lakh customers every single day.