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**MCDONALD'S® McCAFÉ® PERKS UP COFFEE LOVERS COAST-TO-COAST**  
*McCafé Invites Customers to "McCafé Your Day" with New Espresso-Based Coffees  
And Chance to Win \$50,000 Visa® Gift Card*

**OAK BROOK, Ill. (May 5, 2009)** – McDonald's new McCafé coffees launched nationwide today, bringing a variety of customizable beverages to our national menu, including lattes, cappuccinos and mochas. To celebrate, McDonald's is giving consumers a chance to win a \$50,000 Visa® Gift card and other prizes through an online contest and sweepstakes at [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe).

"This is an exciting day for McDonald's and our customers," said Don Thompson, president of McDonald's USA. "Our customers can now enjoy a premium quality espresso-based coffee with their favorite McDonald's breakfast or at any time when they want to treat themselves to a great-tasting beverage at a tremendous value. For McDonald's, today marks our largest product launch in 30 years and just the beginning of many McCafé experiences to come."

**How Would You Like Your McCafé?**

McDonald's McCafé beverages include espresso-based coffees such as cappuccinos, lattes, mochas, iced lattes and iced mochas, as well as hot and iced Premium Roast brewed coffees and hot chocolate. All McCafé Coffees start with fully-ripened Arabica coffee beans from Central and South America and Indonesia. From there, each drink is made to order with quality ingredients like flavored syrups, including caramel, hazelnut, vanilla and sugar-free vanilla, rich chocolate, frothy steamed milk and whipped cream.

Lattes, cappuccinos, mochas and hot chocolates are available in small (12 ounces), medium (16 ounces) and large (22 ounces). All iced coffees are available in medium.

McCafé Coffees are available at more than 11,000 McDonald's restaurants in the U.S. Prices for McCafé Coffees vary by restaurant and can be purchased with cash, McDonald's Arch Cards® or other forms of cashless payment options at the drive-thru or in restaurant.

**"McCafé Your Day" Contest and Sweepstakes from McDonald's and Visa**

Today through June 21, consumers are invited to visit [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe) to submit a story and photo about why they or someone they know deserve a chance to be one of two grand prize winners, each taking home a \$50,000 Visa Gift card and \$500 McDonald's Arch Card®.\*\* Five lucky finalists will be selected by an independent panel, with the two grand prize winners selected on August 3 after an online consumer vote. Each finalist will receive a \$1,000 Visa Gift card and \$50 McDonald's Arch Card.

Also steaming up today through August 2, consumers can enter to win one of 10 weekly sweepstakes prizes: a \$1,000 Visa Gift card and \$50 McDonald's Arch Card.\*\*

For complete official rules and to learn more, visit [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe).

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\*\* McCafé Your Day Contest and Sweepstakes – no purchase necessary to enter or win.

### **McDonald's Coffees: A Dedication to Innovation**

In 2006, McDonald's successfully introduced Premium Roast drip coffee. In 2007, the company introduced Iced Coffees to the menu and began testing the full-line of espresso-based specialty coffees in select U.S. markets. The national introduction of McCafé marks McDonald's largest product launch in 30 years, since the introduction of the Egg McMuffin<sup>®</sup> sandwich to our national breakfast menu in 1977.

### **McCafé *Accented* in National Marketing & @McCafeYourDay On Twitter**

Playing off the fun of the accent mark in McCafé, the McCafé Théatré, featured in national advertising and online at [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe), seeks to showcase how any ordinary situation can become a whole lot better when you enjoy it with McCafé. Your morning commute becomes a commuté (comm\_u\_táy) and your office cubicle becomes a cubiclé, all to show that when you "McCafé Your Day," a better day is possible. The site also helps consumers take the guesswork out of ordering McCafé Lattes, Cappuccinos, Mochas and Hot Chocolates by explaining the quality ingredients in each beverage (in English and en Español).

Customers can also find McCafé on Twitter by following Jessie Thompson, a manager of U.S. Communications at McDonald's, at @McCafeYourDay (<http://www.twitter.com/mccafeyourday>), where Jessie will be engaging in conversations with customers and answering their questions about McCafé, while keeping them posted on the "McCafé Your Day" Contest and Sweepstakes.

### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredient to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants.

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