

Mumbai, May 2010: McDonald's, the world's leading food service retailer gives more reason for its patrons to party this summer with the launch of guava-mint flavored Shrek Dessert. This dessert launched on occasion of the Shrek Festival to celebrate the association with the movie Shrek lives up to the theme aptly with the color green. The dessert would be offered in a -la -carte and would be available in regular and medium sizes for Rs 20 and Rs 55 respectively. The medium size would be served with hot fudge and mint-guava at the top.

The product will be available till 30th June 2010, so rush to the nearest McDonald's outlet and beat the heat, the Shrek way.

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 13 years of leadership in food service retailing in India, McDonald's today has a network of over 180 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.

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