



McDonald's Hong Kong Launches **Brand New** Service Concept

**Experience of the Future (EotF)**

to Present the Next Generation of Restaurant Experience

Introducing **The Signature Collection** in **All Restaurants** to Serve Premium Gourmet Food

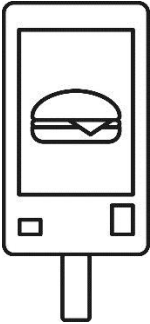







McDonald's® ... but not as you know it



【Hong Kong, March 7, 2017】 – As one of the most trusted and beloved brands, McDonald's Hong Kong never stops innovating for growth to meet the customers' ever-changing needs. With its customer-obsessed spirit, McDonald's Hong Kong unveils **Experience of the Future (EotF)**, a brand new service concept that will further elevate its service quality through progressive restaurants renovations, friendly, convenient facilities as well as a dedicated, professional Guest Experience Team. With EotF and the brand new **The Signature Collection** premium burger series, McDonald's is set to take another bold step towards fast casual for everyone, offering customers the next generation of restaurant experience.

**EotF : Presenting the Exceptional Experience!**

EotF is a brand new concept dedicated to bringing customers the Next Generation of Restaurant Experience, Next Generation of Convenience, Next Generation of Service and Next Generation of Burger Experience. Currently, around 60 EotF restaurants are in operation with an array of “exceptional” surprises:

<b>The Next Generation of Restaurant Experience</b>		
	<ul style="list-style-type: none"> <li>Self-ordering Kiosk: The intuitive touchscreen self-service station offers customers a stress-free experience and personalized service. Personalized options are also available for customers to choose their preferred amount of salt in fries, sauce in burgers and sugar in cold drinks.</li> </ul>	
	<ul style="list-style-type: none"> <li>Digital Menu Board: A modernized menu board that makes the menu attractive and fun to read.</li> </ul>	
	<ul style="list-style-type: none"> <li>Split Counter: Separate order and collect counters split the flow of customers to create a carefree experience. With this, we get closer than ever to customers.</li> </ul>	
	<ul style="list-style-type: none"> <li>Charging Station: Customers can conveniently have their devices charged with charging stations integrated into restaurant tables.</li> </ul>	
	<ul style="list-style-type: none"> <li>Self-service Water Station: Providing customers with easy access to hot and cold drinking water.</li> </ul>	
	<ul style="list-style-type: none"> <li>Quality Wi-Fi: Fast, high quality and easy to connect to.</li> </ul>	
	<ul style="list-style-type: none"> <li>McCafé Order Ready Board: Customers can now find the perfect table and relax till their order is ready.</li> </ul>	
<b>The Next Generation of Convenience</b>		
	<ul style="list-style-type: none"> <li>Global Mobile App*: The personalized self-service app allows customers to place their orders in advance without having to spend time queuing.</li> <li>MyVoice App*: A dedicated app to collect customer comments on their McDonald’s experience. Instant feedback will be sent to restaurants for appropriate follow up.</li> </ul>	

### The Next Generation of Service



- **Guest Experience Team:** Team members are required to complete at least 150 hours of professional training and a series of internal assessments in order to be qualified. The team will proactively interact with customers in the dining area to bring them a delicious and delightful experience.



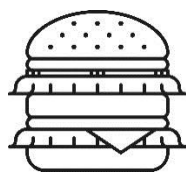
- **Table Service:** With table service after 6pm, customers can sit back and unwind over a relaxing dinner.



- **Check Back:** Customers will be greeted by restaurant team for feedback on service and meal quality.



### The Next Generation of Burger Experience



- Crafted with passion and top quality ingredients by McDonald's professional menu development team, the Signature Collection\* presents our customers with sizzling changes to the menu. We will also inject excitement by co-creating with celebrity chefs.



- **My Signature:** With "3 Steps, 27 Flavors", McDonald's offers guests the option to custom-build their own burgers with their choice of ingredients.

- **McCafé Trade-up:** Customers will be entitled to upgrade to a handcrafted McCafé beverage at an attractive price.



\*Available at all McDonald's restaurants




**Available at all McDonald's Hong Kong Restaurants:**

**The Signature Collection – Introducing a premium 130g\* Angus beef patty and a variety of quality ingredients**

As part of EotF, McDonald's is introducing fresh maneuvers to the menu! The Signature Collection, our brand new premium burgers, will be available at all McDonald's Hong Kong restaurants. Crafted with passion by McDonald's professional menu development team, The Signature Collection is created with select ingredients including a 130g\* juicy premium Angus beef patty, specially-marinated Buttermilk Chicken and Artisan Grilled Chicken to deliver an array of delicious gourmet burgers. Moreover, McDonald's will further inject excitement by co-creating with celebrity chefs. With a brand new stylish packaging, The Signature Collection shall bring our customers delightful surprises. The first round of the launch presents three Signature Burgers: The Cheesy Champignons Angus Burger with 100% premium Angus beef, the tender and juicy Garden Breeze Grilled Chicken Burger and the hottest Spicy Jalapeno Chicken Burger.

McDonald's EotF restaurants also provide My Signature for guests to custom-build 27 flavors with 3 simple steps: pick your flavor, selecting a bun and choose the protein.

*\*pre-cooked weight*

<b>New!!! The Signature Collection</b>	
 <p>特厚 130g Thick cut 100% 安格斯牛肉 100% Angus Beef</p>	<p><b><u>Cheesy Champignons Angus Burger</u></b></p> <p>The upgraded, premium 100% Angus beef patty of 130g (pre-cooked weight) is perfectly paired with a creamy mix of white cheese and American cheddar cheese, grilled champignons, romaine lettuce and dressed with a signature truffle flavored sauce to deliver melt-in-your-mouth goodness. This indulgent American-style burger is definitely the Next Big Thing for McDonald's Hong Kong.</p>
	<p><b><u>Garden Breeze Grilled Chicken Burger</u></b></p> <p>The chewy bagel goes with the premium guacamole, herb aioli sauce, white cheese, tomato slices and romaine lettuce to create a magically fresh and creamy texture. All these garden breeze ingredients are paired with a thicker and juicier grilled chicken thigh to create a taste that's 'just right' for you.</p>
	<p><b><u>Spicy Jalapeno Chicken Burger</u></b></p> <p>The crispy Buttermilk Chicken uses marinade containing buttermilk to make the chicken breast juicier and tenderer. The sassy combination of spicy Mexican Tomato Jalapeno Relish and sliced Jalapeno delivers a fiery and exciting sensation. This is combined with sweet and sour pineapple to balance out the spiciness in a mouth-watering way, which will be the hottest choice for you**!</p> <p><i>**less spicy option available</i></p>

- From March 9, 2017, available from 11am.
- The Signature Collection is not available at Ocean Park, Shatin Racecourse and Happy Valley Racecourse McDonald's Restaurants.
- Available while stock lasts.
- Images are for reference only.

## My Signature: 3 Steps, 27 Flavors



### STEP 1: Choose your favorite recipe

- ♥ The 3 flavors - Garden Breeze Combo, Cheesy Champignons Combo and Spicy Jalapeno Combo are special and unique in their own ways.



### STEP 2: Choose your bun

- ♥ Next, you can match your favourite recipe with your favorite bun – the chewy bagel, the buttery glazed Brioche or the soft bakery style bun.



### STEP 3: Choose your protein

- ♥ Choose among 3 quality proteins – 100% premium Angus beef patty of 130g\*, crispy Buttermilk Chicken or juicy Artisan Grilled Chicken to enhance the delicacy.

*\*pre-cooked weight*

- From March 9, 2017, available from 11am.
- My Signature is only available at McDonald's EotF Restaurants.
- Available while stock lasts.
- Images are for reference only.
- Customers will be entitled to upgrade to a handcrafted McCafé beverage along with My Signature meal.



With the grand launch of The Signature Collection, McDonald's has put up giant billboards at the entrance of Hung Hom Cross-Harbor Tunnel to celebrate the premium burger series.

Furthermore, a series of The Signature Collection TV commercials have been uploaded to McDonald's YouTube Channel. Please visit the following links for viewing:

McDonald's® Signature Collection : The Cheesy Champignons Angus Burger TV Commercial

<https://www.youtube.com/watch?v=INVBv9YiRKs&feature=youtu.be>

McDonald's® Signature Collection: Garden Breeze Grilled Chicken Burger TV Commercial

<https://www.youtube.com/watch?v=ED9MW1xb29Y&feature=youtu.be>

McDonald's® Signature Collection: Spicy Jalapeno Chicken Burger TV Commercial

<https://www.youtube.com/watch?v=xahyZwg0je4&feature=youtu.be>