OUR ASPIRATIONS FOR MCDONALD'S FRESH BEEF

We want McDonald's guests' **FIRST EXPERIENCES** with *Fresh Beef* to be **MEMORABLE, DISTINCTIVE MOMENTS**. We want their **FIRST TASTES** of *beef hot off the McDonald's grill* to leave **LASTING IMPRESSIONS** of **PREMIUM** quality and flavor. We want to remind them of **MCDONALD'S REMARKABLE HERITAGE** while also introducing them to new tastes. We want them to be **WON OVER ON THE FIRST BITE** and eager to come back for many more.

OUR OBJECTIVES FOR TODAY

We want to be sure that McDonald's guests take notice of our new fresh patty! So, we've identified recipes that accentuate the flavors of *Fresh Beef* while still maintaining strong appeal to McDonald's target audience. We are excited to serve you these burgers today - with a side of consumer insights - and **WE LOOK FORWARD TO CONTINUING OUR PARTNERSHIP** with McDonald's in crafting a *Fresh Look* at a **MODERN, PROGRESSIVE BURGER COMPANY.**

OLD FASHIONED
BURGER

M

100% FRESH

DESCRIPTION

100% FRESH BEEF, SEARED AND SEASONED, IS THE CO-STAR WITH PRODUCE SOURCED LOCALLY AND PREPARED DAILY IN OUR KITCHENS. FRESH, CRISP LETTUCE, JUICY-RIPE TOMATOES, GRILLED AND SWEET WHITE ONIONS SET THIS BURGER APART.

INSPIRATION

41% OF CONSUMERS ARE "BURGER TRADITIONALISTS"

KEY SCORES

THIS IS A BUILD THAT HAS POTENTIAL TO BECOME A NEW GO-TO FOR THE McD CONSUMER. AMONG McDONALD'S GUESTS, IT SHOWS HIGH PURCHASE INTENT AND ADDITIONAL PURCHASE.

69% FIT FOR McDONALD'S GUESTS

40% ADDITIONAL PURCHASE FOR McDONALD'S GUESTS

SENSORY PANEL TAKE AWAY

BEFORE: MOST FOUND THE IDEA OF A SIMPLE, CLASSIC BURGER APPEALING

"Sounds very intriguing, and coming from McDonalds I am excited to try it. however, coming from McDonalds, I'm also skeptical"

AFTER:

"The flavor was wonderful. I think it was the sauce."

Sesame Bun

Big Mac Sauce

Lettuce

White Onion Rings

Sliced Pickle

American Cheese

Grilled Onions

FRESH Beef Patty

Bun

Dissatisfied
Surprised
Happy
Warm Good Delighted
Interested
Satisfied
Pleased
Adventurous
Messy
Familiar
Disappointed

Tavern BURGER

100% FRESH

DESCRIPTION

An all beef, fresh, seared and seasoned patty with bacon onion jam, white cheddar, sliced dill pickles, mayonnaise, and iceberg lettuce all on an sesame bun.

INSPIRATION

Jam has **+614%** (Four-Year Growth) across menus

White cheddar is a **top growing burger ingredient** with **+104%** growth

KEY SCORES

Very strong appeal to non-users. This concept received the **STRONGEST RESPONSES** other than the Signature Spicy

94% MEETS AND EXCEEDS EXPECTATIONS AMONGST NON-GUESTS

87% MEETS AND EXCEEDS EXPECTATIONS AMONGST GUESTS

65% FIT FOR MCDONALD'S, AMONGST GUESTS

75% FIT FOR MCDONALD'S, AMONGST NON-GUESTS

SENSORY PANEL TAKE AWAY

BEFORE: A bit of confusion about the name and how it relates to the build, lots of intrigue because of the jam (not usual for McDonald's)
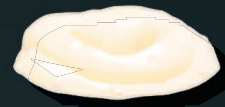
"Sounds like a fun mix-up to a regular burger purchase, like a 'pub' burger offering"

AFTER:

"Yum! Definitely exceeded my expectations for a McDonalds burger – really juicy, a step above the standard type burgers – great flavor, artisan bun really goes well with the whole experience. It could bring the perception of McD burgers up a notch"
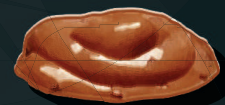
Sesame Bun
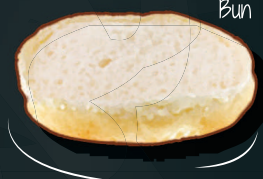
Full Fat Mayo

Lettuce

Pickles

White Cheddar

Bacon Onion Jam

FRESH beef Patty

Bun

Surprised Happy Delighted Fun Satisfied Unhealthy Messy Familiar Excited Interested Pleased Warm Good

Cargill®

A Fresh Look at a Modern Progressive Burger Company

Griffith FOODS

Wisconsin Cheddar Bacon

BURGER

100% FRESH

DESCRIPTION

100% Fresh Beef and Sharp Wisconsin Cheddar Cheese team up with Smoky Applewood Bacon in a traditional, but killer, combination.

INSPIRATION

- Locally sourced descriptors have grown across menu's (+240% 4-year change)
- Bacon cheeseburgers are among most popular, 21% penetration

KEY SCORES

Of all the 5 concepts presented, this had the **HIGHEST PURCHASE INTENT** for both

82% PURCHASE INTENT MCDONALD'S GUESTS

82% PURCHASE INTENT MCDONALD'S NON-GUESTS

SENSORY PANEL TAKE AWAY

BEFORE: The word killer was polarizing - either liked it or didn't
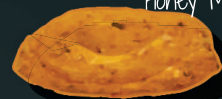
" Get in my belly "

AFTER:

" Wow...very good burger! The burger is juicy and tender and the veggies are fresh and crisp. Delicious burger "
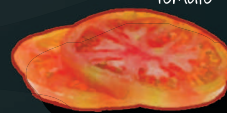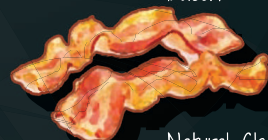
Sesame Bun

Honey Mustard Sauce

Lettuce

Tomato

Bacon

Natural Cheddar

FRESH *Beef Patty*

Bun

Excited
Surprised Interested
Familiar
Pleased
Satisfied
Warm Good Disappointed
Happy
Delighted

A Fresh Look at a Modern Progressive Burger Company

GARLIC FARM
BURGER

100% FRESH

DESCRIPTION

100% Fresh beef patty, roasted garlic mayo, white cheddar, sliced roma tomatoes, sweet white onions, garlic glaze and iceberg lettuce, all in a soft sesame bun to satisfy your gourmet burger cravings.

INSPIRATION

- Garlic is a growing flavor with 8.8% menu penetration, including growth in many different sauces, like garlic aioli a (153% Four-Year Growth) and roasted garlic
- Iceberg Lettuce is among the top growing burger ingredients with +110% growth

KEY SCORES

This concept has a very strong uniqueness appeal

46% FOR MCDONALD'S GUESTS   **48%** FOR MCDONALD'S NON-GUESTS

SENSORY PANEL TAKE AWAY

BEFORE: Description makes the burger sound intriguing

"100% Freshbeef patty sounds premium Iceberg lettuce sounds fresh and crisp Garlic mayo and glaze makes me wonder and wanting to explore "

AFTER:

" This burger is delicious! The garlic flavor was noticeable but not overpowering. The mayo was spot on and complimented the burger well. "

Ingredient labels (right column):
Sesame Bun
Roasted Garlic Mayo
Lettuce
Roma Tomato
Sweet White Onion
White Cheddar
Garlic Glaze
FRESH Beef Patty
Bun

Delighted
Surprised Disappointed
Pleased
Fun
Satisfied
Warm Happy
Good Messy
Interested

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