

Beat: Technology

MC DONALD S CANADA UNVEILS NEW GUEST EXPERIENCE IN PARTICIPATING RESTAURANTS

& NEW TECHNOLOGY ACROSS CANADA BY 2017

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USPA NEWS - Mc Donald's is now under a new stage of transformation. It started in 2010 when it began its brand transformation. As the company moves towards its 50th anniversary in 2017, it decided to embark on a brand 'revolution', launching first at the Victoria Park and Saint-Clair restaurant in Toronto...

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The aim is to become a modernized restaurant providing customizable menu options supported by new technology and a 'best-in-class experience'. With its franchisees Mc Donald's plans to create up to 15,000 new jobs and will invest an incremental \$200,000 per restaurant.

Mc Donald's revealed details of its 'new experience' :

- Introduction of Self-Order Kiosks to give guests an opportunity to try their own hand at customizing their burger using the 'Create Your Taste' menu and order at their own pace.
- By 2017, Mc Donald's expects to grow to 100,000 people across its corporate and franchised restaurants (new restaurant processes and enriched education partnerships and modern uniforms).
- Customized Menu Options will allow guests to build their own premium burger in five simple steps. Guest choosing from nearly 30 options. This experience will be introduced to approximately 1,000 restaurants across Canada by the end of 2017.
- Table delivery.
- Focus on Food Quality.

Article online:

<https://www.uspa24.com/bericht-5599/mc-donald-s-canada-unveils-new-guest-experience-in-participating-restaurants.html>

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