

## McDonald's Anticipates 8 Million Southern Style Chicken Biscuits and Sandwiches Will Be Given Away During Nationwide Sampling Event on May 15

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McDonald's serves chicken from morning to night with the addition of two new southern-style menu items

McDonald's will offer customers and chicken lovers alike the opportunity to try its new Southern Style Chicken Biscuit and Sandwich during a nationwide sampling event at its 14,000 U.S. restaurants on Thursday, May 15.

Customers can try the Southern Style Chicken Biscuit from 7:00 a.m. - 10:30 a.m., or a Southern Style Chicken Sandwich beginning after breakfast hours until 7:00 p.m., with the purchase of any medium or large beverage at participating restaurants (while supplies last).<sup>1</sup>

'By giving customers - many of whom are unfamiliar with chicken for breakfast - the opportunity to try the new menu items on May 15, we anticipate 2 million Southern Style Chicken Biscuits and 6 million Southern Style Chicken Sandwiches will be given away nationwide,' said Neil Golden, senior vice president and chief marketing officer for McDonald's, USA. 'With a unique blend of seasonings and ingredients that Southerners know and love, we're confident that the new Southern Style Chicken Biscuit will change the way our customers think about chicken for breakfast, and hope that our Southern Style Chicken Sandwich will delight even the most discerning chicken lovers.'

Continuing to respond to customers' taste preferences, the Southern Style Chicken Biscuit is McDonald's first-ever chicken-for-breakfast menu offering, with the Southern Style Chicken Sandwich providing customers with yet another great-tasting option for lunch and dinner. The two new Southern Style Chicken menu items feature a juicy, perfectly seasoned, all-white meat chicken breast patty on either a new biscuit for breakfast or a steamed bun topped with two pickles for lunch and dinner. McDonald's uses all-white meat from boneless, skinless white chicken breast filets that contain no fillers or artificial flavorings.

With the addition of the two new Southern Style chicken items to its menu, McDonald's becomes the largest national restaurant chain to serve chicken at breakfast.

"Chicken continues to be one of the fastest-growing sources of protein among consumers," said George Watts, president of the National Chicken Council. "The new Southern Style Chicken Biscuit and Sandwich underscore McDonald's unflinching commitment to meeting consumers' need for a variety of meal choices, while giving them opportunities to enjoy chicken whenever they want it, whether that's breakfast, lunch or dinner."

### **WhatCameFirst.com Gives Consumers Say in Chicken vs. Egg Debate**

As part of the launch of its first chicken-for-breakfast offering, McDonald's is inviting consumers nationwide to take part in the great chicken vs. egg debate by logging on to WhatCameFirst.com (en español at QuienFuePrimero.com). The new, interactive, bilingual Web site is built around a game application where visitors can customize egg or chicken characters and choreograph moves for a dance off, pitting them against friends to decide the ultimate champion: the chicken or the egg. Web site visitors can forward animations to friends and family, and view "man-on-the-street" video interviews from people across the country weighing in on the question of "what came first?"

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