

McDonald's Global Comparable Sales Up 7.7% in May
2008-06-09

U.S. comparable sales rose 4.3% - Europe comparable sales increased 9.6% - Asia/Pacific, Middle East and Africa comparable sales up 9.7%

McDonald's Corporation announced today that global comparable sales increased 7.7% in May and 7.0% year-to-date. Systemwide sales for McDonald's worldwide restaurants increased 16.0% in May, or 9.1% in constant currencies.

McDonald's Chief Executive Officer Jim Skinner said, "We're committed to providing our customers with compelling value, unique menu variety and unparalleled convenience. Our steadfast focus on the customer experience and our alignment behind the Plan to Win continue to deliver positive results worldwide."

U.S. comparable sales rose 4.3% in May, on top of a strong increase last year. McDonald's robust breakfast line-up, new menu items, including the recently launched Southern Style Chicken biscuit and sandwich, and emphasis on everyday affordability continue to bring more customers to McDonald's.

Momentum continued in Europe as comparable sales increased 9.6% for the month led by the U.K., France and Russia. The ongoing appeal of locally relevant premium products, classic menu favorites and value options available across Europe contributed to this month's results.

Comparable sales for Asia/Pacific, Middle East and Africa were up 9.7% in May driven primarily by strong performance in Australia and many other markets. Throughout the segment, branded value offerings, breakfast and extended operating hours are giving customers more reasons to visit McDonald's.

McDonald's expects the effective tax rate for the second quarter and full year to be approximately 29% to 31%.

Percent Increase	Comparable Sales		Systemwide Sales	
	2008	2007	As Reported	Constant Currency
Month ended May 31,				

McDonald's Corporation	7.7	8.7	16.0	9.1
Major Segments:				
U.S.	4.3	7.4	5.2	5.2
Europe	9.6	8.9	24.8	11.3
APMEA*	9.7	10.2	24.7	12.2
Year-To-Date May 31,				

McDonald's Corporation	7.0	6.5	15.4	8.4
Major Segments:				
U.S.	3.0	4.8	3.9	3.9
Europe	9.8	7.2	25.0	11.5
APMEA*	9.2	9.3	24.2	11.8

* Asia/Pacific, Middle East and Africa

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32985.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html