

McDonald's Sales Momentum Continues, Global Comparable Sales Up 8.0% In July
2008-08-11

McDonald's Corporation (NYSE:MCD) announced today that global comparable sales increased 8.0% in July. Systemwide sales for McDonald's worldwide restaurants rose 15.9% in July, or 9.5% in constant currencies.

- U.S. comparable sales increased 6.7%

- Europe comparable sales increased 7.6%

- Asia/Pacific, Middle East and Africa comparable sales increased 7.2%

McDonald's Corporation (NYSE:MCD) announced that global comparable sales increased 8.0% in July. Systemwide sales for McDonald's worldwide restaurants rose 15.9% in July, or 9.5% in constant currencies.

McDonald's Chief Executive Officer Jim Skinner said, "We continue to strengthen our relevance by offering great variety and value in convenient and modern restaurants. This unrelenting focus on enhancing the customer experience is driving our ongoing momentum."

In the U.S., our strategic focus on breakfast, chicken and beverages, while advertising the classic Big Mac sandwich, fueled July's 6.7% comparable sales increase.

Continued strong comparable sales in France, U.K., and Russia and positive performance in most other markets contributed to Europe's 7.6% increase. During July, locally-relevant summer offerings resonated with customers and complemented our premium sandwiches and salads, classic menu favorites and everyday affordable products.

Comparable sales in Asia/Pacific, Middle East and Africa rose 7.2% driven by strong performance in Australia and China and many other countries. Extended hours, menu variety and branded affordability continue to position McDonald's as a preferred restaurant choice.

In addition, double-digit comparable sales in Latin America benefited the month's overall performance.

Percent Increase Month ended July 31,	Comparable Sales		Systemwide Sales	
	2008	2007	As Reported	Constant Currency
McDonald's Corporation	8.0	6.5	15.9	9.5
Major Segments:				
U.S.	6.7	4.3	7.6	7.6
Europe	7.6	7.7	22.6	9.5
APMEA*	7.2	9.9	19.9	10.0
Year-To-Date July 31,				
McDonald's Corporation	6.9	6.8	15.2	8.4
Major Segments:				
U.S.	3.7	4.7	4.6	4.6
Europe	8.9	7.9	24.2	10.6
APMEA*	8.8	9.8	23.2	11.5

* 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/article34001.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