

McDonald's Brings New Specialty Coffees to Central Ohio

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McCafe Coffees include Lattes, Cappuccinos and Mochas

Today marks the official launch of specialty coffee at participating McDonald's in Central Ohio. The new McCafe(R) Coffees feature all the taste and quality of a coffeehouse with the convenience and price of McDonald's, which has taken strides to increase coffee and beverage options since the launch of its Premium Roast Coffee in 2006 and Iced Coffees in 2007.

The Central Ohio Co-Op for McDonald's is one of the first markets in the country and the first in Ohio to offer the McCafe product line.

New coffees include Lattes, Mochas and Cappuccinos in a variety of options and flavors including Iced, Hazelnut, Caramel and Vanilla (regular and sugar free), and Premium Roast Coffee and Hot Chocolate. Most are available in small (12 ounces), medium (16 ounces) and large (20 ounces). Prices and participation may vary, but generally start at \$1.99. Shots of espresso are also available.

With the new specialty coffees, McDonald's is giving customers the choice of whole or non-fat milk.

McCafe Specialty Coffees start with coffee beans, which are harvested by hand in the warm climates of Central and South America, as well as in the mountainous regions of Indonesia. Only the finest, fully-ripened beans are used, ensuring great taste. A state-of-the-art espresso machine freshly grinds McCafe Specialty Coffee beans before brewing them under pressure, with high-quality milk and flavor syrups added.

'McDonald's continues to engage customers by extending premium coffee choices during breakfast and throughout the day,' said Jeff Newman, president, McDonald's Central Ohio Marketing Cooperative. 'Our customers can now enjoy a variety of new McCafe Coffees at a great value.'

The company celebrated the launch with a Spectacular Billboard on Olentangy River Rd. in Columbus today. It features two 14' tall, three-dimensional coffee cups that are 11' across at the widest section. One cup will release (live) steam. The other, a mocha is topped with 1' of 'whipped cream.'

Americans consume 400 million cups of coffee per day, making the United States the leading consumer of coffee in the world, according to research conducted by the National Coffee Association and the Specialty Coffee Association of America.

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