



**Westlife Development Ltd led McDonald's Introduces a New line of Chef's special Gourmet Burger Collection to mark its 25<sup>th</sup> year in India**  
*The new range of indulgent burgers will strengthen McDonald's leadership in the burger category*



**Mumbai, 12<sup>th</sup> October 2021: McDonald's India turns 25 this year** and the brand is giving its consumers, one more reason to celebrate this milestone! After 25 years of serving favourites like McAloo Tikki, Maharaja Mac, McSpicy, Mc Veggie & McChicken, **Westlife Development Ltd led McDonald's (West & South India), has unveiled a new range of indulgent Gourmet Burgers.** This Chef's special range consists of **unique and generously sized, scrumptious burgers** with signature McDonald's touches to add some more favourites to your list.

Menu innovation has been a key pillar of success for brand McDonald's in India. The brand has successfully managed to knit local flavours in its product range. With the launch of the Gourmet range, McDonald's aims to strengthen its leadership in the burger category. What makes this new selection of burgers a gourmet affair is the exotic patties, ingredients and sauces that they contain. The range is a mix of **delectable cheesy indulgences and spicy delights** to cater to all palates and taste buds. The burgers are also bigger in size and are curated to offer consumers, more filling meal options at McDonald's.

Speaking on the launch of this new Gourmet Burger Collection, **Smita Jatia, Director, Westlife Development Ltd** said, "Menu innovation has been in our DNA. We have always strived to weave in local



flavours and preferences into our menu. At the same time, our endeavour has been to bring global flavours to India in a truly McDonald's way. This new range of premium burgers has been carefully crafted with exotic ingredients and is aimed at providing filling meal options to the customers thereby strengthening the meal proposition at our restaurants".

**Here is a sneak peek into some burgers from this new Gourmet Burger Collection:**

**Cheese Lava American Burger:** Cheese Lava American Burger is one of the star products of McDonald's New Gourmet Burger Collection. The relishing salad in this one is propped up against jalapenos and shredded onions, with the roasted chipotle sauce and cheesy goodness oozes out of the patty. All this slides inside freshly toasted buns!



**Piri Piri Spiced Chicken Burger:** A Piri Piri spiced, grilled chicken patty topped with a roasted chipotle sauce, shredded onions, jalapenos, and a refreshing salad, placed between freshly toasted Piri Piri buns!



**Triple Cheese American Veg Burger:** A crunchy corn patty filled with cheese, topped with jalapenos, shredded lettuce and more cheese, layered between Piri-Piri Buns.



**Piri Piri Spiced Veg Burger:** A combo of grilled chicken patty and Piri Piri chicken patty, smeared with a roasted Chipotle sauce, cheese, shredded onions, jalapenos and a delish salad layered between freshly toasted quarter pound buns.



**McSpicy Premium Chicken Burger:** McSpicy Premium Chicken Burger assures a lavish burger experience. A spicy chicken patty, shredded lettuce topped with Jalapenos and Cheese slice, spicy Habanero sauce & cheese sauce layered between toasted whole wheat buns.



**Chunky Chipotle American Chicken Burger:** A combo of grilled chicken patty and Piri Piri chicken patty, smeared with a Roasted Chipotle sauce, cheese, shredded onions, jalapenos and a delish salad layered between freshly toasted quarter pound buns.





McDonalds is committed to staying ahead of customer expectations and giving them global products with the perfect local twist to take the concept of comfort food a notch higher. This is just the start of the silver jubilee celebrations from the brand and there is much more coming soon!

The McDonald's Gourmet Burger Collection is available across all outlets in South and West India. You can order it on the McDelivery app or go to the nearest McDonald's restaurant.

*Are you ready to indulge in this glorious gourmet experience by McDonald's?*

*As part of its Golden Guarantee promise, McDonald's has implemented stringent safety and hygiene protocols to ensure the complete safety of its customers and employees.*

**About Westlife Development:**

*Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in West and South India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary.*

**About Hardcastle Restaurants:**

*HRPL is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's West and South markets. HRPL has been a franchisee in the region since its inception in 1996.*

*HRPL serves over 200 million customers, annually, at its 305 (as of June 30<sup>th</sup>, 2021) McDonald's restaurants across 42 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh and Union Territory of Puducherry and provides direct employment to close to 10,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thrus, 24/7, McDelivery, McBreakfast and dessert kiosks. The menu features Burgers, Finger Foods, Wraps, Rice, Salads and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's restaurants feature an in-house McCafé.*

*The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants that HRPL operates.*

**For any further queries, contact:**

**HRPL**

Shraddha Yawalkar

[shraddha.yawalkar@mcdonaldsindia.com](mailto:shraddha.yawalkar@mcdonaldsindia.com)

9920552245

**Avian We**

Bhumika Advani

[bhumikaa@avianwe.com](mailto:bhumikaa@avianwe.com)

9819721919