



PRESS RELEASE

LOCAL ROCHELLE, ILLINOIS McDONALD'S OFFER GUESTS TRANSFORMED DINING EXPERIENCE

New technology, menu items and level of service enable a more fun and modern guest experience

ROCHELLE, ILLINOIS, MAY 20, 2018 – Beginning today, McDonald's restaurants in Rochelle invite guests to experience McDonald's in a new and unexpected way, with a new level of choice, engagement and service. These changes are reflective of a new restaurant model that has been successfully rolled out in more than 2,600 international McDonald's restaurants and puts more choice and control in the hands of guests by evolving how they order, what they order, how they pay and how they are served.

For those looking to order at their own pace, Rochelle McDonald's new digital self-order kiosks make ordering and paying for a meal easy. Kiosks empower guests to browse the menu, find new options and tailor their meal just the way they want. Among the new menu options in Rochelle McDonald's restaurants are Signature Crafted recipes, where customers can order 100% beef or juicy grilled or crispy chicken, picking an artisan roll or sesame seed bun, and choosing from one of three new signature crafted recipes – Garlic White Cheddar, Swiss Mushroom, Swiss Mushroom Melt or Sweet BBQ Bacon. All Signature Crafted recipes include quality ingredients like flavorful garlic aioli, crispy Applewood smoked bacon and grilled onions.

Guests' orders are delivered to tables by McDonald's crew members, allowing customers to relax and enjoy a more custom dining experience. McDonald's owner/operators and restaurant teams in Rochelle are placing a higher emphasis on hospitality by focusing on greeting customers, assisting with technology and ensuring a clean, welcoming environment.

"We're excited to share this evolved experience at McDonald's with our customers," said Rosa Yunes, Rochelle McDonald's Owner/Operator. "We appreciate and value our guests' feedback on this new experience, and we're looking forward to offering them a new way to dine at McDonald's."

[INSERT LOCAL ACTIVATION/PROMOTION DETAILS HERE]

ABOUT MCDONALD'S USA

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 25 million customers every day. More than 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter @McDonalds and Facebook www.facebook.com/mcdonaldsUS/US/

###