

**Media release**

**24 September 2007**



**McDonald's® announces an election worth voting for**

Local elections not offering any candidates to your liking? McDonald's has an election that's worth a vote, with a candidate that can be relied on to deliver on its promises. The KiwiBurger – should it stay or should it go?

The iconic burger, which was put back on the menu by popular demand in May, is in the running to stay around for another term. In the spirit of elections taking place across the country, the Vote KiwiBurger campaign asks KiwiBurger lovers who want it to stay to pledge their support by choosing a KiwiBurger the next time they visit a McDonald's restaurant.

McDonald's Director of Marketing, Justin Watson, says that the company initially brought the KiwiBurger back as a 'limited time' promotion because it was their most consistently requested burger.

"The KiwiBurger was first launched in 1991, and sixteen years later, it's still helping define what it means to be a Kiwi. With beetroot and egg, it's a McDonald's menu item you won't find anywhere else in the world," says Mr Watson.

"Right now the KiwiBurger is McDonald's eighth most popular burger on the menu. We've decided if the burger can make it into the top five during the promotion, this iconic Kiwi item will stay around!"

Not only can fans show their individual support for the KiwiBurger, regions can vie to be the 'KiwiBurger region of New Zealand'. The McDonald's website will be frequently updated to let Kiwi's know which region loves the KiwiBurger the most.

At the end of the election McDonald's will announce the region to take out this title (based on the popularity of the KiwiBurger in that region compared to other parts of New Zealand).

The much loved KiwiBurger television commercial has also been updated for the campaign. While the popular song remains, there is new imagery to complement this exciting next stage in the life of the KiwiBurger.

The next time you're in McDonald's, choose a KiwiBurger and make your vote count before 6 October 2007. To find out more about the campaign, or to see how each region is doing, visit [www.kiwiburger.co.nz](http://www.kiwiburger.co.nz)

## **Ends**

### **Notes to editors**

- The Vote KiwiBurger promotion runs from 23 September to 6 October.
- The KiwiBurger includes a 100 per cent pure beef pattie, Farmer Brown® egg, Wattie's® beetroot, tomato, lettuce, Mainland® cheese, onions, ketchup and mustard in a toasted bun. It retails for \$6.20, with a medium KiwiBurger combo available for \$8.20.