

## **\*\*MEDIA ALERT\*\***



### **FOR MORE INFORMATION:**

Katie Scrivano  
Burson-Marsteller  
+1 917-239-7286 (mobile)  
+1 312-596-3646 (office)  
katie\_scrivano@chi.bm.com

### **McDonald's® at the 2006 Torino Olympic Winter Games Food Fun Facts**

TORINO, ITALY (24 February 2006) – McDonald's is once again feeding thousands of the world's best athletes, coaches, officials and media at the 2006 Torino Olympic Winter Games at its two official Olympic venue restaurants and McCafé™ sites, located in the Main Press Center (MPC) and Torino Olympic Village.

Here's a quick look at which McDonald's favorites are claiming the top spots among restaurant visitors from Opening Ceremonies on Feb. 10 through Feb. 20\*.

#### **Familiar Taste of Home:**

- Nearly 48,000 guests have enjoyed a familiar taste of home at McDonald's two official Olympic venue restaurant locations. McDonald's has served up:
  - Nearly 21,000 sandwiches, including:
    - 7,660 Big Mac® sandwiches
    - 5,670 Double Cheeseburgers
    - 2,865 hamburgers
    - 4,795 cheeseburgers
  - More than 13,000 servings of McDonald's World Famous Fries™
  - More than 6,300 Salads
  - 6,200 Fruit 'N Yogurt Parfaits
  - More than 6,100 six-piece Chicken McNuggets®

#### **Loving the Lattes!**

- McDonald's offers McCafé for the first time at the Olympic Games, serving specialty coffee drinks, pastries and snacks. And both athletes and media are enjoying it:
  - Nearly 20,000 coffee drinks served
    - Athletes out-sipping journalists by nearly 3,000 cups
  - More than 15,000 pastries served
    - Athletes out-eating journalists four to one

#### **Olympic Athlete Favorites:**

- Here are some of the favorites of Olympic athletes living in the Torino Olympic Village and eating at the McDonald's restaurant:
  - **McCafe coffee drinks and pastries** – Nearly 23,000 coffee drinks, pastries and cakes ordered!
  - **Salads** – more than 4,350 ordered; twice as many as journalists in the MPC
  - **Big Macs** – more than 4,000 ordered
  - **Chicken McNuggets** – more than 4,000 servings ordered; twice as many as journalists in the MPC
  - **Fruit n' Yogurt Parfaits** – 500 ordered daily!

Check back to our Olympic Resource Center at [www.mcdepk.com/OlympicResourceCenter](http://www.mcdepk.com/OlympicResourceCenter) for updates following the close of the Games. For more information, please contact Katie Scrivano at 312-596-3646 or [Katie\\_Scrivano@chi.bm.com](mailto:Katie_Scrivano@chi.bm.com).

- *McDonald's sales data, Feb. 10-20.*

###