

Schedule of Annexes

Annex 1	Affidavit re: Use of the mark “BIG MAC” in Germany	
Annex 2	Affidavit re: Use of the mark “BIG MAC” in France	
Annex 3	Affidavit re: Use of the mark “BIG MAC” in the United Kingdom	
Annex 4	Excerpts from McDonald’s websites in EU Member States	
	Annex 4 a	Printouts from McDonald’s German websites www.mcdonalds.de (January 2014)
	Annex 4 b	Printouts from McDonald’s websites in several EU Member States (September 2016)
	Annex 4 c	Printouts from McDonald’s German websites www.mcdonalds.de (October 2016)
Annex 5	Extract of Wikipedia article “BIG MAC”	

Annex 1

Affidavit re: use of “BIG MAC” in Germany

Affidavit

Knowing that I am liable to punishment for a false affidavit, I, Daniel de Bruycker, born on 02 October 1977 declare the following in lieu of oath for submission before the EUIPO:

A.

Since 04 October 2006 I am employed by McDonald's Deutschland LLC – Zweigniederlassung München and since 01 September 2015 I am in the position of Senior Department Head Legal. Therefore, I have complete knowledge of the scope and type of usage of the trademark "BIG MAC" in Germany.

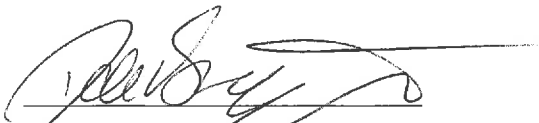
B.

- I. The mark "BIG MAC" has been widely used in Germany since its launch in the year 1973 to date in relation to a sandwich with beef, salad and cheese. According to the records available to me, the number of "BIG MAC" sandwiches sold in Germany per year exceeds the following numbers:

2011	52.000.000 "Big Mac" sandwiches
2012	49.000.000 "Big Mac" sandwiches
2013	50.000.000 "Big Mac" sandwiches
2014	57.000.000 "Big Mac" sandwiches
2015	49.000.000 "Big Mac" sandwiches
2016	40.000.000 "Big Mac" sandwiches

- II. Attached hereto are examples of use of the mark "BIG MAC" in advertising, on promotional items, on packaging and invoices used in Germany within the years 2011 to 2016.

Munich, 31.08.2017
(Date)


Daniel de Bruycker



**McCHICKEN[®]
McMENÜ**



**FILET-O-FISH[®]
McMENÜ**



**BIG MAC[®]
McMENÜ**

**IM McMENÜ
SPAREN
SIE BIS ZU
0%**

WAHLWEISE MIT

0,5l KALTGETRÄNK



UND

GROSSE POMMES



ODER

**GARTEN
SALAT**



JE McMENÜ[®] NUR

7 €

McMENÜ[®] SMALL

0,4l Kaltgetränk und mittlere Pommes

9 €

GESCHENKT

ZU JEDEM McMENÜ: DER DANKE BIG MAC!

Danke für 40 Jahre Treue



**UNSER
GESCHENK**

**FÜR JETZT ODER
ALS GUTSCHEIN**

Aktion gültig bis zum 20.02.2011. Nicht zum McMenü® Small.

Der Kasten besteht aus 100% recyceltem Material. Der Kasten ist aus 100% recyceltem Material. Der Kasten ist aus 100% recyceltem Material.

WRIN: 97217-601



ARTWORK PANEL

Master Ref: P27229
 Zon Ref: BKA2949
 Project Name: BigMac Celebration Gold Germany 2014 PK
 Variant Description: BigMac Celebration Gold BigMac Class
 Information (Information Date: 2014-07-15)
 Audiat: 6 PKG
 Market/Country: Germany
 Date: 08/12/16
 WRN Code: 00295-283
 Web Code: 41815

Printer: Seda PHS
 Cutter Ref: Clmattel - Big Mac DT
 Weight Desc: Embossing Item

Technical If Non Printing Items
 Carter

Colours

Colour	CMYK	PMS	Spot	Hex
Blue	100, 0, 0, 0	286	Blue	#0000FF
Red	0, 100, 0, 0	3	Red	#FF0000
Yellow	0, 0, 100, 0	109	Yellow	#FFFF00
Black	0, 0, 0, 100	191	Black	#000000
White	0, 0, 0, 0	1	White	#FFFFFF

TRIDENT
 Centaught House, Centaught Road,
 Kingswood Business Park, Hill, H1 7 3AP, Plymouth,
 T: +44 (0) 1492 828120

PLEASE NOTE THAT ANY LOW RESOLUTION FILES (JPG, GIF, EPS) SHOULD BE REFERRED TO FOR CONTENT, LAYOUT AND COLOUR SEPARATION ONLY.

UNDER NO CIRCUMSTANCES SHOULD THIS ARTWORK BE ALTERED WITHOUT PRIOR PERMISSION FROM TRIDENT.

STUDIO USE ONLY: Chris Thorpe
 Sm-Art check results: 04-04-16-0-0-001010204

IMPORTANT PLEASE NOTE:
 PANTONE COLOURS ON CROMALINS / PROOFS SUBMITTED FOR COLOUR APPROVAL MAY NOT BE ACCURATE. ALWAYS USE A PANTONE BOOK (LESS THAN ONE YEAR OLD) WHEN MATCHING PANTONE REFERENCES.
 PDF PROOFS ARE SUBMITTED FOR APPROVAL OF CONTENT, LAYOUT AND COLOUR SEPARATION (IF APPLICABLE). PDF PROOFS AND ANY PAPER CANNOT COPIES RELATING TO IT MAY NOT BE ACCURATE FOR COLOUR.

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT YOUR PPL PERSEO ACCOUNT MANAGER.

Signed approval for ALL Nutritional Artwork is required by the following parties to produce print plates.

Vendor
 Proofs ARE accurate and reflect the FINAL Graphic files sent from Perseo for Artwork, Copy/Text and Nutrition Data.

Signature _____ Date _____

Creative Services
 Proofs ARE accurate and reflect the FINAL artwork files released to the Supplier for Graphics.
 Proofs ARE NOT accurate and require REVISIONS indicated.

Signature _____ Date _____

Client Services
 Proofs ARE accurate and reflect the FINAL artwork files for Copy/Text and Nutrition Data.
 Proofs ARE NOT accurate and require REVISIONS indicated.

Signature _____ Date _____

Signature _____ Date _____

ARTWORK INFO:
 Please note that the side panel graphic will also be embossed

2012

CHANCE 1:3

Statistische Angabe

9



STICKER IM McMENÜ

Im McMenü Small 3 Sticker. Nur solange der Vorrat reicht.



© 2012 McDonald's. Manpower © 1995, 2012. Haktro. All rights reserved.

BIG MAC[®]
McMENÜ[®]



€
McMENÜ SMALL
€

9er CHICKEN McNUGGETS[®]
McMENÜ[®]



€
McMENÜ SMALL
€

Das Verpackungsdesign ist Eigentum der McDonald's Restaurants International, Inc. © 2012 McDonald's. Manpower © 1995, 2012. Haktro. All rights reserved.

Bozen 3 ff; Größe 6-8 WRIN: 97238-906

BIGGER BIG MAC[®] 3,13

45%
MEHR
BIGMAC



© 2012 McDonald's. Sämtliche Waren sind eingetragene Warenzeichen.

7 €

Bogen 2, Größe 5; Block-Preis: Bogen 2, Größe 5 WRIN: 97166-452

FESTESSEN DER GESCHENKE

8

GEWINN- STICKER IM McMENU®



Die Gewinnsticker im McMenu® sind die Voraussetzung für den Gewinn der Preise.



McRIB®
McMENU®

7 €
TAGESPREIS



FILET-O-FISH®
McMENU®

7 €
TAGESPREIS



McCHICKEN®
McMENU®

7 €
TAGESPREIS



**6er CHICKEN
McNUGGETS®**
McMENU®

7 €
TAGESPREIS



**HAMBURGER
ROYAL TS®**
McMENU®

7 €
TAGESPREIS



BIG MAC®
McMENU®

7 €
TAGESPREIS



GARTEN
SALAT



GROSSE
POMMES



0,5 l KALT-
GETRÄNK

McMENU®
WAHLWEISE MIT

UND

ODER

© 2012 McDonald's
www.mcdonalds.com

**BIGGER
BIG MAC** [®] 3,13

**45%
MEHR
BIG MAC**

**AMERICA'S
BIGGEST
MACS** ¹
TEIL

**STEAKHOUSE
CLASSIC**

Weizenbrötchen mit Sesambestreuung,
Rindfleisch, Bacon¹, Käse¹, Eisbergsalat,
rote Zwiebeln und rauchige Tomatensauce¹

**KURZ
KURZ
ZEIT!**



McMENÜ [®]
McMENÜ SMALL: , €
EINZELPREIS: , €

7 €

AMERICAN FRIES

mit Tomaten-Salsa-Sauce¹, auch im McMenü erhältlich,
nicht im McMenü-Small

7 €



McMENÜ [®]
McMENÜ SMALL: , €
EINZELPREIS: , €

7 €

McDEAL[®] MENÜ^{NUR} 4,99 €



**Big Mac[®] mit
mittleren Pommes Frites
und 0,4l Softdrink**

In Frühstücksrestaurants ab 10.30 Uhr, sonn- und feiertags ab 11.30 Uhr.

Ihr McDonald's Restaurant
in Musterstadt, Musterstraße 00
www.mcdonalds.de



2013

BIGGER BIG MAC^{® 3,13}

**45%
MEHR
BIG MAC**



McMENÜ[®]
McMENÜ SMALL: , €
EINZELPREIS: , €



20er CHICKEN McNUGGETS[®]

McMENÜ[®]
McMENÜ SMALL: , €
EINZELPREIS: , €

© 2013 McDonald's Solange der Vorrat reicht!

„Stars of America“ Bogen 2, Größe 3+4 WRIN: 97166-702

Das Umwelt-Symbol mit Messinggehäuse, Wasserballast und
Folien aus recycelbarem Polypropylen

GEWINNE WIE VERRÜCKT!



BIG MAC[®]
McMENÜ[®]

7 €
McMENÜ SMALL
€

McMENÜ[®] WAHLWEISE MIT

0,5l KALT-
GETRÄNK



UND

GROSSE POMMES



ODER

GARTEN
SALAT



McMENÜ[®] SMALL:
0,4l KALTGETRÄNK UND MITTLERE POMMES



McCHICKEN[®]
McMENÜ[®]

7 €
McMENÜ SMALL
€

Größe 1+2 WRIN: 97238-612



I BIG MAC[®]

JETZT NUR
2,99* €

*unverbindliche Preisempfehlung
In allen teilnehmenden Restaurants.



© 2013 McDonald's

SPAREN SIE BIS ZU %



DOPPEL-CHEESEBURGER

McMENÜ
McMENÜ SMALL
, €



McCHICKEN®

McMENÜ
McMENÜ SMALL
, €



BIG MAC®

McMENÜ
McMENÜ SMALL
, €



**GROSSE
POMMES FRITES
ODER
SNACK SALAT**



Einzelpreise: Bogen 2, Größe 5, Größe 6; Bogen 3 Größe 11; Blockpreise: Bogen 2, Größe 2; Bogen 3, Größe 2; Bogen 4, Größe 2; Bogen 5, Größe 5; WRIN: 97162-271

Dein Big Mac[®]? Nur für dich?



Mein



ich liebe es[®]

MONOPOLY **6 GEWINNSTICKER***
 IM McMENÜ[®] Keine Sticker im McMENÜ Small.



McMENÜ
 , €
 McMENÜ SMALL
 , €

FILET-O-FISH[®]



McMENÜ
 , €
 McMENÜ SMALL
 , €

McCHICKEN[®]

* Nur solange der Vorrat reicht.



9er CHICKEN McNUGGETS[®]
 McMENÜ , €
 McMENÜ Small , €

McMENÜ
 , €
 McMENÜ SMALL
 , €

9er CHICKEN McNUGGETS[®]



McMENÜ
 , €
 McMENÜ SMALL
 , €

BIG MAC[®]

© 2014 McDonald's. MONOPOLY © 1935, 2014 Hasbro. All rights reserved.

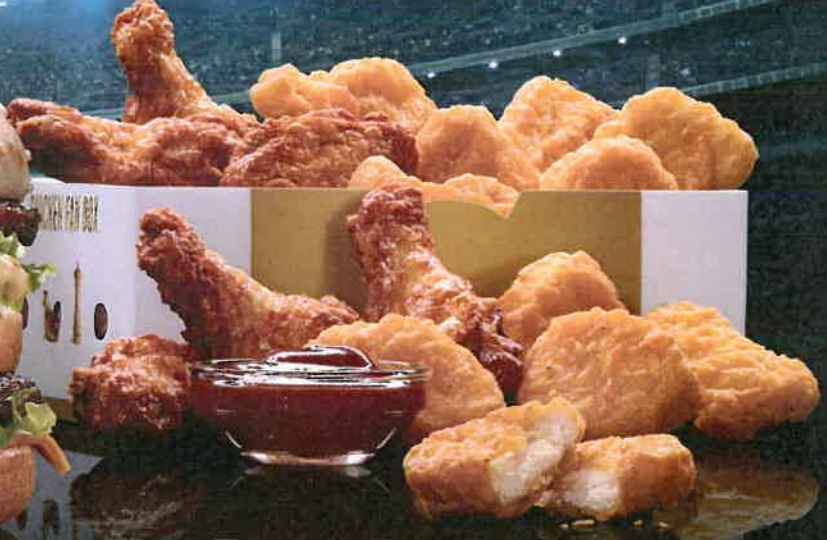
Der Umwelt zuliebe mit Bio- und nachhaltigen Verpackungen. Bitte recyceln Sie Ihre Verpackungsmittel.

WRIN: 97298-489

BIG MAC®

CHICKEN FAN BOX

12 CHICKEN McNUGGETS® UND
6 CHICKEN WINGS



GERMANY FAN DOUBLE

BRAZIL SAMBA DOUBLE

ITALY MOZZARELLA DOUBLE
NUR VOM 26.05. – 22.06.2014

SPAIN PICANTE DOUBLE
NUR VOM 23.06. – 13.07.2014



JEDER FAN GEWINNT!



**FOODGEWINNE,
FANARTIKEL UND
VIP-FAN-REISEN
ZUR FIFA WM
GEWINNEN!**

© 2014 McDonald's. Schutzmärkte der McDonald's-Systeme. McDonald's ist eine eingetragene Marke der McDonald's-Systeme. McDonald's ist eine eingetragene Marke der McDonald's-Systeme. McDonald's ist eine eingetragene Marke der McDonald's-Systeme.

Dieses Angebot ist in Frühstücksrestaurants ab 10.30 Uhr (sonn- und feiertags ab 11.30 Uhr) erhältlich.

100%
KINDFLEISCH AUS
DEUTSCHLAND



I ❤️ BIG MAC
JETZE
NUR 3,90 €

BIG MAC®



**Chicken
CAMEMBERT**
cremig & süß

Mc-MENU?
MOMENTU SMALL: 7 €
EINZELPREIS: 9 €

Burger mit paniertem Hähnchenbrustfleisch¹⁾, Camembert²⁾ (45% id Tr.) und Cranberry-Sauce³⁾

© 2015 McDonald's
Bismarckstr. 1, 48149 Essen, D. Größe 9
McN. 87208-01

**3 CHICKEN
STICKS**
Paniertes Hähnchenbrustfleisch¹⁾

GROSS & KNUSPRIG

7 €



**6er CHICKEN
McNUGGETS®**

NUR 3,90 €



12 CHICKEN
McNUGGETS® + 6 CHICKEN
WINGS*
+ 3 SAUCEN



**CHICKEN
BOX**

EINZELPREIS



Chicken McNuggets¹⁹,
Chicken Wings*

**BIG
MAC**



McMENÜ*

McMENÜ SMALL:
EINZELPREIS:

€
€
€

* Hähnchenflügel geteilt, mit Flüssigwürzung, gegart, frittiert

NÄHRWERT-
INFORMATIONEN
auf der Rückseite

HANDY BITTE AUF JAGD AUF BIG MAC[®] JAGD!

Sammele die 6 Zutaten und hole dir einen von 500.000 gratis Big Mac[®].



1

McDonald's App
installieren und
anmelden.



2

QR-Code scannen
und Zutaten
sammeln.



3

Sammele die 6 Zutaten im
TV, online, auf Plakaten,
im McDonald's Restaurant -
eigentlich fast überall.



4

Alle Zutaten komplett?
Dann löse deinen Mobile-
Gutschein im nächsten
McDonald's Restaurant ein.



Jetzt App downloaden und losjagen!

Weitere Infos zur Jagd und die Teilnahmebedingungen
findest Du in der App oder unter www.mcdonalds.de

Vom 03.01. bis maximal 31.01.2014 oder bis alle 500.000 Big Mac weg sind.
Gutscheine sind in allen teilnehmenden Restaurants einlösbar. © 2014 McDonald's



2000 kcal

Kilokalorien (kcal)	20%	2000
Eiweiß (g)	16%	27g
Fett (g)	39%	26g
Kohlenhydrate (g)	18%	41g
Kochsalz (g)	14%	2,2g

% GDA
www.mcdonalds.de/nutrition

HAVI Global Solutions

ARTWORK PANEL

Master Ref: P10000
 Magnet Ref: 273743
 Project Name: World Cup Prismo Germany 2014
 Variant Descriptor: Reg. Mat.

Action:
 Market/Country: Germany
 Date: 08/07/14
 WRM Code: 71905-047
 WSI Code: 41015

Printer: SEMA FHS GERMANY GmbH
 Cutter Ref: SEMA_FHS_BigMac
 Pack Type:
 Weight Desc:

Technical & Non Printing Items
 Cutter

Colours

One	Meanit	Yellow	Black
PANTONE 117	PANTONE 185	PANTONE 107	PANTONE 6

[magnet hailequin]

Torino Establi - Pocket Blot Line
 Country: Unterwalden, CH
 Contact: Philipp Adam
 Tel: 01899 432425 - mob: 07758 660095
 E-mail: adam.philipp@magnet.ch

PLEASE NOTE THAT ANY LOW RESOLUTION PAPER CANNOT COLOUR COPIES ASSOCIATED WITH THIS JOB SHOULD BE REFERRED TO FOR CONTENT, LAYOUT AND COLOUR SEPARATION ONLY.

UNDER NO CIRCUMSTANCES SHOULD THIS ARTWORK BE ALTERED WITHOUT PRIOR PERMISSION.

STUDIO USE ONLY

IMPORTANT PLEASE NOTE:
 PANTONE COLOURS ON CROMALINS / PROOFS SUBMITTED FOR COLOUR APPROVAL MAY NOT BE ACCURATE. ALWAYS USE A PANTONE BOOK (LESS THAN ONE YEAR OLD) WHEN MATCHING PANTONE REFERENCES.
 PDF PROOFS ARE SUBMITTED FOR APPROVAL OF CONTENT, LAYOUT AND COLOUR SEPARATION (IF APPLICABLE). PDF PROOFS AND ANY PAPER CANNOT COPIES RELATING TO IT MAY NOT BE ACCURATE FOR COLOUR.

HAVI Global Solutions

3075 Highland Parkway
 Downers Grove, Illinois 60515
 Phone 1.630.483.7500
 www.HaviGS.com

Signed approval for ALL Nutritional Artwork is required by the following parties to produce print plates.

Vendor
 Proofs ARE accurate and reflect the FINAL Graphic files sent from Perseco for Artwork, Copy/Text and Nutrition Data.

Signature _____ Date _____

Creative Services
 Proofs ARE accurate and reflect the FINAL artwork files released to the Supplier for Graphics.
 Proofs ARE NOT accurate and require REVISIONS Indicated.

Signature _____ Date _____

Client Services
 Proofs ARE accurate and reflect the FINAL artwork files for Copy/Text and Nutrition Data.
 Proofs ARE NOT accurate and require REVISIONS Indicated.

Signature _____ Date _____

Signature _____ Date _____



Colours

Primary Blue	Primary Yellow	Primary Red	Primary Green
Secondary Blue	Secondary Yellow	Secondary Red	Secondary Green
Light Blue	Light Yellow	Light Red	Light Green
Dark Blue	Dark Yellow	Dark Red	Dark Green

Please use your existing colour standard as reference when printing this file

Boxer

EUROPE NUTRITION REDESIGN 2014

ITEM: Big Mac Clamshell

WRIN: 00295-535

COUNTRY: GERMANY-AUSTRIA

FILE NAME: 22004_DE_AUS_G01R0_BigMac_00295-535.ai

QR CODE CHECK ✓

Order: 06.18.14

Time: 3:00 pm CST

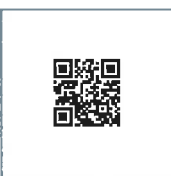
Device: Samsung Galaxy Note 2

OS: Android 4.3 - Jelly Bean

App: Scan Life

Shortened URL:

<http://q.mcd.com/bl622222>



9. VEGGIE CLUBHOUSE

NEU: ALS VEGGIE



McMenü

, €

McMenü Small , €



10. BACON CLUBHOUSE BEEF

MIT BEEF



McMenü

, €

McMenü Small , €



11. BACON CLUBHOUSE CHICKEN

MIT CHICKEN



McMenü

, €

McMenü Small , €



McMENÜ

McMenü

, €

McMenü Small , €

6 GEWINN-STICKER IM McMENÜ
KEINE IM McMENÜ SMALL
KOMBIS MIT CHICKEN PASTA

100% RINDFLEISCH AUS DEUTSCHLAND

McMenü

, €

McMenü Small , €

12. BIG MAC®

McMenü:
Klassiker, 0,5l Softdrink und Snack Salat Classic oder große Pommes Frites

McMenü® Small:
Klassiker, 0,4l Softdrink und mittlere Pommes Frites

WRIN: 97238-230



McMENÜ®

BIS ZU % SPAREN



McMenü

, €

McMenü Small , €

ODER



7. BIG MAC®

McMenü: Klassiker, 0,5l Softdrink, Snack Salat Classic oder große Pommes Frites

McMenü Small: Klassiker, 0,4l Softdrink und mittlere Pommes Frites

© 2015 McDonald's

Das Material enthält auch Energieeffizienzinformationen. Bitte lesen Sie die Rückseite des Produkts und Verpackungsmaterials für weitere Informationen.

WRIN: 97162-301

2016



NEU!

McPICK
2 FÜR 5€

WÄHLE 2 AUS
5 KLASSIKERN
FÜR NUR 5€!



McRib®



FILET-O-FISH®



McCHICKEN® CLASSIC



Big Mac®



6ER CHICKEN McNUGGETS®

Dieses Angebot ist in Frühstücksrestaurants ab 10.30 Uhr (sonn- und feiertags ab 11.30 Uhr) erhältlich.



NEU!

McMENÜ[®]

KLASSIKER NACH WAHL + 2 LIEBLINGS- BEILAGEN

SPARE BIS ZU

%



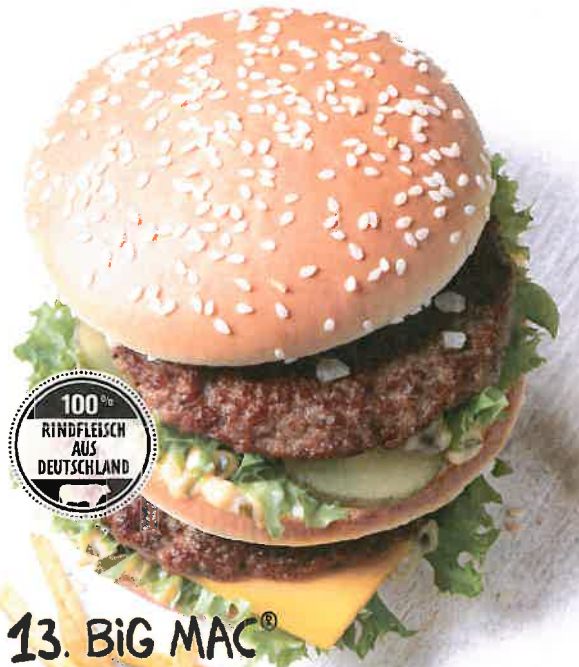
POMMES
FRITES
GROSS



POTATO
WEDGES



SNACK SALAD
CLASSIC



100%
RINDFLEISCH
AUS
DEUTSCHLAND

13. BIG MAC[®]



SOFTDRINK
0,5L



KAFFEE-
SPEZIALITÄT
GRANDE



VIO BLUE
0,5L



ORANGENSAFT
0,25L



MILCHSHAKE
GRANDE

- Erdbeer-
- Vanille-
- Schoko-
- geschmack

McMenü:
Klassiker und 2 Beilagen nach Wahl

McMenü Small:
Klassiker, 0,4l Softdrink, mittlere Pommes Frites

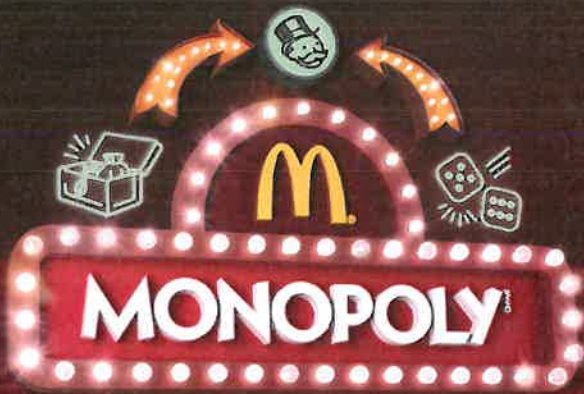
McMenü

€

McMenü

Small

€



1 BIG MAC®



3 CHICKEN McNUGGETS® 9ER

5 McCHICKEN® CLASSIC

4 McMenü Ger €
 McMenü Small Ger €



© 2016 McDonald's. MONOPOLY © 1985.
 2016 Hasbro. All rights reserved.

Annex 2

Affidavit re: use of “BIG MAC” in France



Affidavit

Knowing that I am liable to punishment for a false affidavit, I, Françoise de Borda, born on December 9th 1955 declare the following in lieu of oath for submission before the EUIPO:

A.

I have been employed by McDonald's France Services, Guyancourt, France since 1997. I have been working with the McDonald's France Services since 1997 in the position of General Counsel. Therefore, I have complete knowledge of the scope and type of usage of the trademark "BIG MAC" in France.

B.

- I. The mark "BIG MAC" has been widely used in France since 1979 to date in relation to a sandwich with beef, salad and cheese. According to the records available to me, the number of "BIG MAC" sandwiches sold in France per year exceeds the following numbers:

2011	125 000 000 "Big Mac" sandwiches
2012	120 000 000 "Big Mac" sandwiches
2013	115 000 000 "Big Mac" sandwiches
2014	105 000 000 "Big Mac" sandwiches
2015	105 000 000 "Big Mac" sandwiches
2016	100 000 000 "Big Mac" sandwiches

- II. Attached hereto are examples of use of the mark "BIG MAC" in advertising, on promotional items, on packaging and invoices used in France within the years 2011 to 2016.
- III. The records available to me show that the advertising expenditure relating to the "BIG MAC" product in the last 5 years in France amounts to more than € 5 000 000. The amounts invested in advertising for the "BIG



MAC" products and services in TV/radio and in print media exceed the following numbers:

2011	€ not available
2012	€ not available
2013	€ 1 000 000
2014	€ 1 500 000
2015	€ 1 000 000
2016	€ 1 000 000

Guyancourt Cedex, September 1st, 2017

Signature

Françoise de Borda
General Counsel
McDonald's France Services

A handwritten signature in black ink, appearing to read 'F. de Borda', is written over the printed name.

Nos menus Best Of™

moyenne frite - moyenne boisson

1 Choisissez votre menu...

Big Mac™ ou Big Mac™ pain complet	Le M™ de McDonald's™	Royal™ Deluxe	Royal™ Bacon
CBO™	McChicken™	Royal-O-Fish	6 Chicken McNuggets™
		Filet-O-Fish™	

Nouveau McWrap™

Poulet* & Bacon	Bœuf** & Poivre	Poulet*** & Crudités

* Poulet croustillant (sans os) avec sauce au fromage
** Préparation à la viande et bœuf hachés aromatisés au poivre
*** Poulet grillé

2 Votre accompagnement...

Frites	Deluxe Potatoes™	P'tite salade de saison

3 Votre boisson

TRWA PARIS	
PC	
N° DOSSIER	MON10582
DATE	07/11
TYPE	
DOUBLE TRANSMISSION	
FORMAT IM4	11555457 mm
FORMAT Doc.	589,5 x 279,5 mm
Sign. A3	
Sign. PPO3	
Sign. B2E	

September 2011

Menu Maxi Best Of™

grande frite - grande boisson





October 2011

Nos menus Best Of™

moyenne frite - moyenne boisson

1 Choisissez votre menu...

 Big Mac™ ou Big Mac™ pain complet	 McChicken™	 Royal-O-Fish	 Royal™ Deluxe	 Royal™ Bacon
 CBO™	 McChicken™	 Royal-O-Fish	 Filet-O-Fish™	 6 Chicken McNuggets™

Nouveau McWrap™

 Chèvre*	 Bœuf** & Poivre
 Poulet*** & Bacon	 Poulet**** & Crudités

* Spécialité maison, base de Fromage de chèvre
 ** Préparation de viande de bœuf fraîche aromatisée au poivre
 *** Poulet cruchant, épices et sauce au poulet
 **** Poulet grillé

2 Votre accompagnement...

 Frites	 Deluxe Potatoes™	 P'tite salade de saison
--	--	---

3 Votre boisson

 Coca-Cola Zero™	 Coca-Cola™	 Sprite™
 Coca-Cola Light™	 Coca-Cola Classic™	 Fanta™

Menu Maxi Best Of™

grande frite - grande boisson

+

BWA/PARIS	
PC	10/01/11
MFOSSIER	
MONITORS	
DATE	07/11
TYPE	
PROJET	
FORMAT	A4
DATE DE IMPRESSION	21/09/2010 10h
FORMAT	A4
TYPE	AD
Page	11/09
Page	02

Nos menus Best Of™

moyenne frite - moyenne boisson

1

Choisissez votre menu...

Big Mac™ ou Big Mac™ pain complet

Le M™ de McDonald's™

Royal™ Deluxe

Chèvre*

Bœuf** & Poivre

2

Nouveau McWrap™

3

3

Votre accompagnement...

Votre boisson



Frites



Deluxe Potatoes™



P'tite salade de saison

CBO™

McChicken™

Royal-O-Fish

Filet-O-Fish™

6 Chicken McNuggets™

Poulet*** & Bacon

Poulet**** & Crudités



* Spécialité panée à base de fromage de chèvre
 ** Préparation de viande et de légumes aromatisés au poivre
 *** Préparation de viande et légumes aromatisés au poivre
 **** Poulet grillé

Menu Maxi Best Of™
 grande frite - grande boisson

+

Nos menus Best Of™

moyenne frite - moyenne boisson

1

Choisissez votre menu...

Big Mac™ ou

Big Mac™ pain complet

Royal™ Bacon

Royal™ Deluxe

Royal-O-Fish



CB0™

McChicken™

Filet-O-Fish™

6 Chicken
McNuggets™



Nouveau
McWrap™

2

Votre accompagnement...

Chèvre*

Bœuf**
& Poivre



Poulet***
& Bacon

Poulet****
& Crudités



* Spécialité painée à base de fromage de chèvre - préparation de viande de bœuf / viande aromatisée au poivre
** Poulet grillé (spécialité painée au poulet)
*** Poulet grillé

Frites



Deluxe Potatoes™



P'tite salade de saison



3

Votre boisson



Menu Maxi Best Of™
grande frite - grande boisson

+

Nos menus Best Of™

moyenne frite - moyenne boisson

1 Choisissez votre menu...

Big Mac™ ou Big Mac™ pain complet Royal™ Bacon Royal™ Deluxe Royal™-0-Fish



McChicken™



Filet-0-Fish™



6 Chicken McNuggets™



Nouveau McWrap™

Chèvre*



Bœuf** & Poivre



Poulet*** & Bacon



Poulet**** & Crudités



* Spécialité jamaïcaine à base de fromage de chèvre.
 ** Préparation de viande de bœuf hachée remplissage au poivre.
 *** Poulet croustillant, spécialité panée au poulet.
 **** Poulet grillé.

TEWA (PARIS)	PC
N° DOSSIER	
ACH11303	
DATE	
09/11	
N° DE	
MANUSCRIS	
COMAR 1141	
330x235mm	
ÉLONG 658mm	
POMARK 20	
2012 130mm	
Sign AD	
Sign PBO	
Sign BE	

2 Votre accompagnement...

Frites



Deluxe Potatoes™



P'tite salade de saison



3 Votre boisson



Coca-Cola



Sprite



Coca-Cola



Fanta



Coca-Cola



Minute



evian



Minute



evian



Minute



Menu Maxi Best Of™
grande frite - grande boisson



NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of™

grande frite - grande boisson

+

1



Filet-O-Fish™



Royal™ Bacon



Big Mac™



McChicken™



Royal™ Deluxe



CBO™



6 Chicken McNuggets™



Royal™ Cheese



McWrap™ Chèvre™



NOUVEAU
McWrap™ Poisson*



McWrap™ Poulet™ & Bacon

* Préparation de poisson panée
** Spécialité panée à base de fromage de chèvre
*** Poudre croquant (spécialité panée au poulet)

2

Frites



Deluxe Potatoes™



P'tite salade de saison



3



June 2012

TBWA PARIS	PC	N° DOSSIER : M/N20713	DATE : 04/12	TYPE : TRANSITE DOUBLE	FORMAT doc : 582,5x328,5 mm	FORMAT reel : 1145x6457 mm	Signature
------------	----	--------------------------	-----------------	---------------------------	--------------------------------	-------------------------------	-----------

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of
grande frite - grande boisson



© 2012 McDonald's (France) S.A.

1



6 Chicken McNuggets™



McChicken™



Filet-O-Fish™



Royal Bacon™



Royal Cheese™



Royal Deluxe™



Big Mac™



CBO™

NOUVEAU
McWrap™
Poisson™



McWrap™
Poulet™
& Bacon



McWrap™
Chèvre™



2

Frites



Deluxe Potatoes™



P'tite salade de saison



3



* Préparation de poisson garnie ** Poulet croquant (spécialité panée au poulet) *** Spécialité panée à base de fromage de chèvre

TBWA\PARIS

PC

N° DOSSIER :
MDN2071-3

DATE :
04/12

TYPE :
TRANSLITES

FORMAT doc. :
550 x 550 mm mm

FORMAT réel :
550 x 550 mm / 350 x 350 mm

Signature :

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of™

grande frite - grande boisson



1



Filet-O-Fish™



6 Chicken McNuggets™



McChicken™



Royal™ Bacon



Royal™ Cheese



Royal™ Deluxe



CBO™



Big Mac™

2

Frites



Deluxe Potatoes™



P'tite salade de saison



3



McWrap™ Chèvre™



NOUVEAU
McWrap™ Poisson*



McWrap™ Poulet*** & Bacon

* Préparation de poisson panée
** Spécialité panée à base de fromage de chèvre
*** Poulet croustillant (spécialité panée au poulet)

TBWA\PARIS	PC	N° DOSSIER : MDN2144-3	DATE : 07/12	TYPE : TRANSITE DOUBLE	FORMAT doc : 582,5 x 328,5 mm	FORMAT réel : 116,5 x 65,7 mm	Signature
------------	----	------------------------	--------------	------------------------	-------------------------------	-------------------------------	-----------

PANTONE : 364C

October 2012

November 2013

© 2013 MCDONALD'S



POUR
LES GRANDES ENVIES,
DÉCOUVREZ
LE GRAND BIG MAC™

BIG MAC™

GRAND
BIG MAC™



DURÉE LIMITÉE

Pour votre santé, mangez au moins cinq fruits et légumes par jour.

www.mangerbouger.fr

TBWA\PARIS

PC

N° DOSSIER :
MDN31722

DATE :
10/13

TYPE :
ABRIBUS

FORMAT doc. :
245 x 362 mm

FORMAT réel :
1200x1760 mm

Signature :

BIG MAC™

GRAND BIG MAC™



Grand
Big Mac™

€

Best Of™
Grand Big Mac™
+ 1 moyenne frite
+ 1 moyenne boisson

€

Maxi Best Of™
Grand Big Mac™
+ 1 grande frite
+ 1 grande boisson

€

+

TBWA\PARIS

PC

N° DOSSIER :
MDN31291

DATE :
10/13

TYPE :
TRANSITE DOUBLE

FORMAT doc. :
582,5 x 328,5 mm

FORMAT réel :
1165 x 657 mm

Signature :

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of™

grande frite - grande boisson



1



Filet-O-Fish™



6 Chicken McNuggets™



McChicken™



McWrap™
Poulet Poivre*



Royal™ Deluxe



Royal Cheese™



Royal™ Bacon



Le 280™



Le CBO™



McWrap™
Poulet** Bacon

*spécialité panée au poulet et sauce au poivre
** spécialité panée au poulet

2

Frites



Deluxe Potatoes™



P'tite salade



3



January 2014

PANTONE : 364 C

TBWA\PARIS	PC	N° DOSSIER : MDN40204	DATE : 11/13	TYPE : TRANSITE DOUBLE	FORMAT doc : 582,5 x 328,5 mm	FORMAT réel : 1165 x 657 mm	Signature :
------------	----	-----------------------	--------------	------------------------	-------------------------------	-----------------------------	-------------

PANTONE : 364 C

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of™

grande frite - grande boisson



© 2013 MCDONALD'S FRANCE

1



Filet-O-Fish™



6 Chicken McNuggets™



McChicken™



Royal Cheese™



Royal Bacon™



Royal Deluxe™



Le CBO™



Big Mac™



Le 280™

McWrap™
Poulet Poivre™



McWrap™
Poulet™ Bacon



*spécialité panée au poulet et sauce au poivre
**spécialité panée au poulet

2

Frites



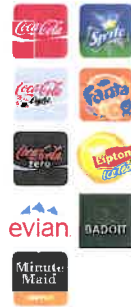
Deluxe Potatoes™



P'tite salade



3



TBWA\PARIS	PC	N° DOSSIER : MDN4020-1	DATE : 11/13	TYPE : TRANSLITES	FORMAT doc. : 550 x 550 mm	FORMAT réel : 550 x 550 mm / 350 x 350 mm	Signature
------------	----	---------------------------	-----------------	----------------------	-------------------------------	--	-----------

BIG MAC™

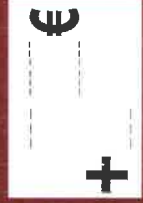
GRAND BIG MAC™



Grand
Big Mac™

Best Of™
Grand Big Mac™
+ 1 moyenne frite
+ 1 moyenne boisson

Maxi Best Of™
Grand Big Mac™
+ 1 grande frite
+ 1 grande boisson



TBWA\PARIS

PC

N° DOSSIER :
MDN31291

DATE :
10/13

TYPE :
TRANSIITE DOUBBLE

FORMAT dec. :
582,5 x 328,5 mm

FORMAT réel :
1165 x 657 mm

Signature :

May / June 2014

PANTONE : 364 C

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of™

grande frite - grande boisson

1



Filet-O-Fish™



6 Chicken McNuggets™



Royal Cheese™

McChicken™



Royal™ Deluxe



Royal™ Bacon



Southern Chicken Cajun™



M™ Bacon



Big Mac™

2

Frites



Deluxe Potatoes™



P'tite salade



McWrap™ Poulet Poivre****



McWrap™ Chèvre***



McWrap™ Poulet**** & Bacon



* Spécialité panée au poulet et sauce càlun aux épices
 ** Variante de nouilles mélangées, torchées et assaisonnées
 *** Spécialité panée à base de fromage de chèvre
 **** Spécialité panée au poulet
 ***** Spécialité panée au poulet, et sauce au poivre

3



September 2014

TBWA/PROD	GS	N° DOSSIER MDN4154-1	M	TYPE TRANSLITE DOUBLE 1165 x 657 mm	FORMAT 582,5 x 328,5 mm
-----------	----	-------------------------	---	--	----------------------------

PANTONE : 364 C

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of
grande frite - grande boisson



© 2014 MCDONALD'S FRANCE

1

Filet-O-Fish™

6 Chicken McNuggets™

McChicken™

Royal Bacon

Royal Cheese®

Royal Deluxe

Big Mac®

M***

Southern Chicken Cajun**

M*** Bacon

McWrap® Chèvre***



McWrap® Poulet Poivre****



McWrap® Poulet**** & Bacon



2

Frites

Deluxe Potatoes®

P'tite salade

3

* Spécialité panée au poulet et sauce cajun aux épices
 ** Viande de bœuf préparée, hachée et assaisonnée
 *** Spécialité panée à base de fromage de chèvre
 **** Spécialité panée au poulet
 ***** Spécialité panée au poulet et sauce au poivre

2015 nouveau

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of

grande frite - grande boisson

+

1



Filet-O-Fish™



6 Chicken McNuggets™



McChicken™



Royal™ Bacon



Royal Cheese™



Royal™ Deluxe



Big Mac™

2

NOUVELLE RECETTE
McWrap™
Poulet** Bacon-Avocado



NOUVELLE RECETTE
McWrap™
Crevette* Sauce au Curry



*Crevette panée
**Spécialité panée au poulet et sauce à l'ovocat
***Spécialité panée au poulet

NOUVELLE RECETTE
McWrap™
Poulet*** & Bacon



3



Frites



Deluxe Potatoes™



P'tite salade












TBWA/PROD	PC	M	TYPE TRANSLITE DOUBLE 1465 x 657 mm	FORMAT 1/1e 550x550 mm & 350x350mm
-----------	----	---	--	---------------------------------------

PANTONE : 364 C

PANTONE : 364 C

NOS MENUS BEST OF™

moyenne frite - moyenne boisson

Menu Maxi Best Of
grande frite - grande boisson



1



6 Chicken McNuggets™



Filet-O-Fish™



McChicken™



Royal™ Bacon



Royal Cheese™



Big Mac™



Royal™ Deluxe

NOUVELLE RECETTE

McWrap™ Crevette* Sauce au Curry



NOUVELLE RECETTE

McWrap™ Poulet** Bacon-Avocade



McWrap™ Poulet™ & Bacon



* Crevette grande
** Spécialité poulet au pain de éponge et sauce à l'ail
*** Spécialité poulet au pain

2



Frites

Deluxe Potatoes*



P'tite salade



3



November / December 2015



Big Mac™, Grand Big Mac™, Grand Big Mac™ Chicken

Chicken = spécialité panée au poulet

DURÉE LIMITÉE

Pour votre santé, mangez au moins cinq fruits et légumes par jour.
www.mangerbouger.fr

TBWA\PROD	PC	N° DOSSIER MDNS162-3	M	TYPE AFFICHE VITRINE 780 x 1180 mm	FORMAT 390 x 590 mm
-----------	----	-------------------------	---	---------------------------------------	------------------------



Big Mac™, Grand Big Mac™, Grand Big Mac™ Chicken

Chicken = spécialité panée au poulet

DURÉE LIMITÉE

TBWA/PROD	PC	N° DOSSIER MDN5162-3	M	TYPE AFFICHE VITRINE 780 x 1180 mm	FORMAT 390 x 590 mm
-----------	----	-------------------------	---	---------------------------------------	------------------------



06/10/2015 11:22

MDN5145-2_SBB_CBMC_556x377-FV.indd 1

	TBWA\PROD	PC	N° DOSSIER MDN5145-2	M	TYPE SIMPLE BOARD	FORMAT 1/4e 556 x 377mm
---	------------------	-----------	--------------------------------	----------	-----------------------------	-----------------------------------

Big Mac™, Grand Big Mac™, Grand Big Mac™, Grand Big Mac™ Chicken

Big Mac™ _____ € _____

Best Of™ Big Mac™ _____

Grand Big Mac™ Chicken _____ € _____

Best Of™ Grand Big Mac™ Chicken _____

Grand Big Mac™ _____ € _____

Best Of™ Grand Big Mac™ _____

Maxi Best Of™ _____ € _____

Chicken = spécialité panée au poulet

	TBWA\PROD	PC	N° DOSSIER MDN5145-2	M	TYPE SIMPLE BOARD	FORMAT 1/1e 556 x 377mm
---	------------------	-----------	--------------------------------	----------	-----------------------------	-----------------------------------



Big MacTM, Grand Big MacTM, Grand Big MacTM Chicken

Chicken = spécialité panée au poulet

DURÉE LIMITÉE

Pour votre santé, évitez de grignoter entre les repas.
www.mangerbouger.fr

 TBWA\PROD	PC	N° DOSSIER MDN5145-2	M	TYPE WINDMASTER CHAUSSETTE 1170 x 1570 mm	FORMAT 585 x 785 mm
---	----	-------------------------	---	--	------------------------

POUR CHAQUE ENVIE,
IL Y A UN BIG MAC™

BIG MAC™



GRAND BIG MAC™



GRAND BIG MAC™
CHICKEN



DURÉE LIMITÉE

Chicken = spécialité panée au poulet

TBWA\PROD PC

N° DOSSIER
MDN4184-6

M

TYPE
ECRAN

FORMAT 1/1e
800 x 600 pixels

September - November
2016

POUR
CHAQUE ENVIE,
IL Y A UN
BIG MAC™

BIG MAC™

GRAND
BIG MAC™

GRAND
BIG MAC™
CHICKEN



DURÉE LIMITÉE

Chicken = spécialité panée au poulet



Big Mac™, Grand Big Mac™, Grand Big Mac™ Chicken

Big Mac™ _____	<input type="text" value=" , €"/>	Best Of™ Big Mac™ _____	<input type="text" value=" , €"/>
Grand Big Mac™ Chicken _____	<input type="text" value=" , €"/>	Best Of™ Grand Big Mac™ Chicken _____	<input type="text" value=" , €"/>
Grand Big Mac™ _____	<input type="text" value=" , €"/>	Best Of™ Grand Big Mac™ _____	<input type="text" value=" , €"/>
		Maxi Best Of™ _____	+ <input type="text" value=" , €"/>

Chicken = spécialité panée au poulet

ALTAVIA/PROD	PC	N° DOSSIER MAC10351	M	TYPE TRANSLITES Q	FORMAT 550x550 mm & 350x350mm
--------------	----	------------------------	---	----------------------	----------------------------------

BASE CASE P/B YORVA MDN6011-G



ALTAVIA/PROD

PC

N° DOSSIER
MAC10376

M

TYPE
SIMPLE BOARD

FORMAT 1/1e
556 x 377 mm

Big Mac™, Grand Big Mac™, Chicken

Big Mac™ _____

€

Grand Big Mac™ Chicken _____

€

Best Of™ Big Mac™ _____

€

Best Of™ Grand Big Mac™ Chicken _____

€

Maxi Best Of™ _____

€

+

Chicken = spécialité panée au poulet.

© 2014 McDonald's France



Big Mac™, Grand Big Mac™ Chicken

Big Mac™ _____	_____ , €	Best Of™ Big Mac™ _____	_____ , €
Grand Big Mac™ Chicken _____	_____ , €	Best Of™ Grand Big Mac™ Chicken _____	_____ , €
		Maxi Best Of™ _____	+ _____ , €

Chicken = spécialité panée au poulet.

ALTAVIA/PROD	PC	N° DOSSIER MAC10376	M	TYPE TRANSLITES Q	FORMAT 550x550 mm & 350x350mm
--------------	----	------------------------	---	----------------------	----------------------------------

BASE CAFE PRIX SEW1 MDW 014-R



Big Mac[™], Grand Big Mac[™], Grand Big Mac[™] Chicken

Chicken = spécialité panée au poulet

DURÉE LIMITÉE

Pour votre santé, pratiquez une activité physique régulière.
www.mangerbouger.fr

 TBWA\PROD	PC	N° DOSSIER MDN5145-2	M	TYPE ABRIBUS 1200 x 1760 mm	FORMAT 245 x 362 mm
--	-----------	--------------------------------	----------	---------------------------------------	-------------------------------



DURÉE LIMITÉE

PUBLICITÉ

POUR CHAQUE ENVIE, IL Y A UN BIG MAC™

BIG MAC™



GRAND BIG MAC™



GRAND BIG MAC™
CHICKEN



Chicken = spécialité panée au poulet

POUR VOTRE SANTÉ, ÉVITEZ DE GRIGNOTER ENTRE LES REPAS WWW.MANGERBOUGER.FR



DURÉE LIMITÉE

PUBLICITÉ

POUR CHAQUE ENVIE, IL Y A UN BIG MAC™

BIG MAC™



GRAND BIG MAC™



GRAND BIG MAC™
CHICKEN



Chicken = spécialité panée au poulet

POUR VOTRE SANTÉ, ÉVITEZ DE GRIGNOTER ENTRE LES REPAS
WWW.MANGERBOUGER.FR

Annex 3

Affidavit re: use of “BIG MAC” in the United Kingdom

Affidavit



Legal Department

I, the undersigned, Sophie Hope, am competent to testify and I am a citizen and resident of the United Kingdom and have personal knowledge of the following matters. I am Legal Counsel at McDonald's Restaurants Limited having its principle office at 11 59 High Road, East Finchley, London N2 8AW, United Kingdom.

I. The mark "BIG MAC"(the "Mark") has been widely used in the UK. According to records available to me, the total number of products sold under the Mark between 2011 and 2016 was in excess of (units in millions):

	2011	2012	2013	2014	2015	2016
Big Mac	75	75	75	75	75	75

II. Attached hereto are examples of use of the Mark in advertising and on packaging used in the United Kingdom between the years 2011 to 2016.

I declare to the best of my knowledge, information and belief, that the facts contained in this declaration are true and correct this date of 6 September 2017.

Sophie Hope

06/09/2017



**The only two
of its kind.**



2011

The Big Mac.®

Served after 10:30am. © 1997, McDonald's.



Gherkin or gherkout?

The Big Mac®. There's a McDonald's for everyone.

Served after 10:30am. © 1991 McDonald's.



		Client/Product McDonalds / Favourites	Job number 54449.01	File name 54449.01 Favourites 48 Sheet	Revision 1
Designer Gary, Tom	Origination date 02.10.09	Trim size 304x606			
Publication 48 Sheet Posters	Proof date 19.1.11	Bleed size 3mm at pro			
Colours CMYK	Artwork proportion 1/12 PRO	Type area			

ARTWORK IS 1/12 PRO

		Production Manager	Date	Creative Services Manager	Date
GROUP		Copywriter	Date	Art Director	Date
		Creative Director	Date	Head of Art	Date
		Executive Creative Director	Date	Client Services Director	Date

FINAL APPROVAL SIGNATURES



Beware of pickpockets.

World famous fries. There's a McDonald's for everyone.

Screened after 10:30am, 03/01/2011



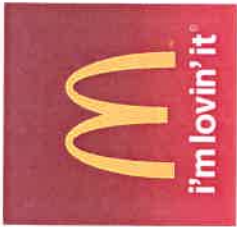
Typographer	Gary, Tom	Client/Product	McDonalds / Favourites	Estimate no.	1
Publication	48 Sheet Posters	Job number	54449.01	McDonalds / Favourites	1
Colours	CMYK	File name	54449.01 Favourites 48 Sheet	Origin date	02.10.09
				Print date	10.1.11
				Artwork proportion	1/12 PRO
				Trim size	304x406
				Bleed size	5mm at pro
				Type area	

ARTWORK IS 1/12 PRO



FINAL APPROVAL SIGNATURES

Production Manager	Date	Creative Services Manager	Date
Copywriter	Date	Art Director	Date
Creative Director	Date	Head of Art	Date
Executive Creative Director	Date	Client Services Director	Date



I spy with my little eye...



Drive-thru. There's a McDonald's for everyone.

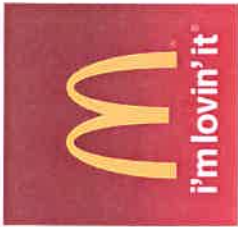
© 2011 McDonald's.

Client/Product		McDonalds / Favourites		REVISION	
Job number		54449.01		1	
File name		54449.01 Favourites 48 Sheet			
Typographer	Gary, Tom	Origination date	02.10.09	Trim size	3048x6006
Publication	48 Sheet Posters	Proof date	19.1.11	Bleed size	3mm at pro
Colours	CMYK	Artwork preparation	1/12 PRO	Type area	

ARTWORK IS 1/12 PRO



Production Manager	Date	Creative Services Manager	Date
Copywriter	Date	Art Director	Date
Creative Director	Date	Head of Art	Date
Executive Creative Director	Date	Client Services Director	Date




Dunkability



Chicken McNuggets®. There's a McDonald's for everyone.

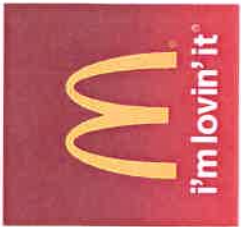
Served after 10:30am. © 2011 McDonald's

		Client/Product McDonalds / Favourites	Job number 54449.01	File name 54449.01 Favourites 48 Sheet	Original date 02.10.09	Trim size 3048x6096	Bleed size 3mm at top
Typographer Gary, Tom	Publication 48 Sheet Posters	Proof date 19.1.11	Artwork preparation 1/12 PRO	Type area	ARTWORK IS 1/12 PRO		
Colours CMYK							



**FINAL APPROVAL
SIGNATURES**

Production Manager	Date	Creative Services Manager	Date
Copywriter	Date	Art Director	Date
Creative Director	Date	Head of Art	Date
Executive Creative Director	Date	Client Services Director	Date



**Tell them you
got stuck behind
a tractor.**

The Big Mac®. See one. Want one.

Served after 10:30am. © 2014 McDonald's.



Prodigious	Client	McDonald's	Job number	57758_01	File name	57758_01_McD_Tractor_48Sh
Allyson Hoot	Operator	MU	Original date	24 January 2014	Time	3048 x 6096 (A/W @ 1/12)
1	Publication	48 Sheet Poster	Print date	29 January 2014, 12:48 PM	Bed size	3mm at pro
	Colors	CMYK	Artwork preparation	100%	Type area	
	Creative Manager	Sigalite	Proof Reader	Signature	Page No.	1

	Production Manager	Date	Creative Services Manager	Date
	Copywriter	Date	Art Director	Date
	Creative Director	Date	Head of Art	Date
	Executive Creative Director	Date	Client Services Director	Date

**FINAL APPROVAL
SIGNATURES**

Spread Safe Area

**57758_01_McD_Tractor_48Sh
3048 x 6096mm (A/W @ 1/12)**

2014

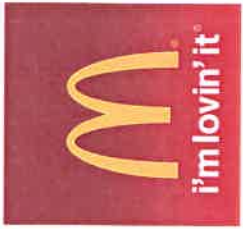


**Just say there
was a tailback on
the London Road.**



The Big Mac.[®] See one. Want one.

Served after 10:30am. © 2006 McDonald's



**Apologies in
advance for the delay
to your journey
home this evening.**

The Big Mac®. See one. Want one.

Spreads after 10:30am. © 2014 McDonald's.

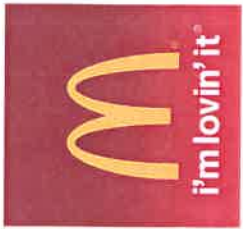


Prodigious	Client	McDonald's	Job number	57588.01	File name	57588_01_McD_FebFav_48Sh
ARTWORK & QA	Operator	MLU	Original date	24 January 2014	Trim size	3048 x 6096 (A/W @ 1/12)
1	Publication	48 Sheet Poster	Proof date	24 January 2014, 3:06 PM	Bleed size	3mm at pro
	Colors	CMYK	Artwork proportion	100%	Type area	
	Creative Manager Signature		Proof Reader Signature		Page No.	1

	Production Manager	Date	Creative Services Manager	Date
	Copywriter	Date	Art Director	Date
	Creative Director	Date	Head of Art	Date
	Executive Creative Director	Date	Client Services Director	Date

Spread Safe Area

**57588_01_McD_FebFav_48Sh
3048 x 6096mm (A/W @ 1/12)**



**Just say there
were leaves on
the line.**

The Big Mac®. See one. Want one.

Seesaid after 10. © 2014. © 2011 McDonald's.



Prodigious	McDonald's	Job number	File name
Client: Operator	MLU	57758_01	57758_01_McD_Leaves_48Sh
ARTWORK FINAL	Publication	Original date	Trim size
1	48 Sheet Poster	24 January 2014	3048 x 6096 (A/W @ 1/12)
	Genesis	Proof file	Bleed size
	CMYK	29 January 2014, 10:2 PM	5mm at pro
	Genesis	Artwork imposition	Type area
	Creative Manager Signature	100%	
		Proof Reads: Signature	Page No.
			1

FINAL APPROVAL SIGNATURES	Production Manager	Date	Date
	Copywriter	Date	Date
	Creative Director	Date	Date
	Executive Creative Director	Date	Date

Spread Safe Area

**57758_01_McD_Leaves_48Sh
3048 x 6096mm (A/W @ 1/12)**

Annex 4 a

**Printouts from McDonald's German websites www.mcdonalds.de
(January 2014)**



1955® Burger



Chicken Camembert

Neu



Steakhouse Beef
Classic



Hamburger



Cheeseburger



Doppel-Hamburger



McDouble®



Doppel-Cheeseburger



Big Mac®



Hamburger Royal Käse



Hamburger Royal TS®



Big Tasty®



Steakhouse Beef



Steakhouse Chicken



McRib®



Chickenburger



Chickenburger TS



McChicken®



Filet-o-Fish®



McFish®



Veggieburger TS



4 Chicken McNuggets®



6 Chicken McNuggets®



9 Chicken McNuggets®



20 Chicken
McNuggets®

McWRAPS



McWrap® Marokko
veggie

Neu



McWrap® Italian
Chicken Mozzarella

Neu



McWrap® Thai Curry
Chicken

Neu



Snack Wrap® TS

Neu

SALATE



Annex 4 b

**Printouts from McDonald's websites in the following EU Member States
(September 2016):**

Austria	www.mcdonalds.at
Belgium	www.mcdonalds.be
Czech Republic	www.mcdonalds.cz
Germany	www.mcdonalds.de
Denmark	www.mcdonalds.dk
Spain	www.mcdonalds.es
Finland	www.mcdonalds.fi
France	www.mcdonalds.fr
Hungary	www.mcdonalds.hu
Ireland	www.mcdonalds.ie
Italy	www.mcdonalds.it
The Netherlands	www.mcdonalds.nl
Poland	www.mcdonalds.pl
Portugal	www.mcdonalds.pt
Romania	www.mcdonalds.ro
Sweden	www.mcdonalds.se
Slovenia	www.mcdonalds.si
Slovak Republic	www.mcdonalds.sk
United Kingdom	www.mcdonalds.co.uk



KLASSIKER

Double-Hamburger
glutenfrei



Hamburger TS
(glutenfrei)



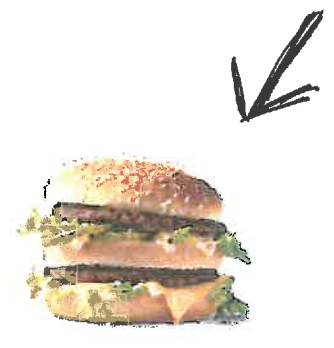
Hamburger



Double-Hamburger



Hamburger TS



Big Mac®



Cheeseburger



Double
Cheeseburger



Triple Cheeseburger



Chickenburger



Chickenburger TS



McChicken



McChicken Deluxe



Filet-o -Fish

WRAPS



Fresh Grilled
Chicken Wrap



Fresh Crispy
Chicken Wrap-



Tomato Salsa Crispy
Chicken Wrap



Tomato Salsa Grilled
Chicken Wrap



FR

Nouveau



Amazing Angus

[\(/fr/produits/sandwichs/amazing-angus\)](http://fr/produits/sandwichs/amazing-angus)

GENEROUS JACK

[\(/fr/produits/sandwichs/generous-jack\)](http://fr/produits/sandwichs/generous-jack)



LE BIG MAC®

[\(/fr/produits/sandwichs/big-macsr/s\)](http://fr/produits/sandwichs/big-macsr/s)

Royal Chicken

[\(/fr/produits/sandwichs/royal-chicken\)](http://fr/produits/sandwichs/royal-chicken)

LE McFISH®

[\(/fr/produits/sandwichs/mcfishsr/s\)](http://fr/produits/sandwichs/mcfishsr/s)



LE CHEESEBURGER

[\(/fr/produits/sandwichs/cheeseburger\)](http://fr/produits/sandwichs/cheeseburger)

LE DOUBLE CHEESE

[\(/fr/produits/sandwichs/double-cheese\)](http://fr/produits/sandwichs/double-cheese)

CHICKEN SENSATION

[\(/fr/produits/sandwichs/chicken-sensation\)](http://fr/produits/sandwichs/chicken-sensation)





Nabídka

Skvělé jídlo u McDonald's. Když cestujete nebo chcete strávit čas s přáteli.

Kompletní nabídka Menu Hranolky Saláty Omáčky a zálivky Nápoje

Dezerty



<https://www.mcdonalds.cz/ochutnej/ochutnej/cheeseburger/>

Cheeseburger



<https://www.mcdonalds.cz/hamburger/>

Hamburger



Rozumím <https://www.mcdonalds.cz/ochutnej/ochutnej/big-mac/>

Tento web používá k poskytování funkcí sociálních médií a analýz soubory cookies. Používáním tohoto webu souhlasíte s ukládáním a používáním souborů cookies. [Více informací o našich souborech cookies. \(politika-ochrany-osobnich-dat-spolocnosti-mcdonalds-na-internetu/\)](#)

<https://www.mcdonalds.cz/ochutnej/denni-menu/>

19.09.2016

Big Mac™



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/double-cheeseburger/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/double-cheeseburger/)

Double Cheeseburger



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/filet-o-fish/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/filet-o-fish/)

Filet-O-Fish™



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/mcchicken/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/mcchicken/)

McChicken™



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/chickenburger/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/chickenburger/)

Chickenburger



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/royal/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/royal/)

Royal™



[\(https://www.mcdonalds.cz/ochutnej/ochutnej/big-tasty-bacon/\)](https://www.mcdonalds.cz/ochutnej/ochutnej/big-tasty-bacon/)

Big Tasty Bacon™

Tento web používá k poskytování funkcí sociálních médií a analýze návštěvnosti soubory cookies. Používáním tohoto webu souhlasíte s ukládáním a používáním souborů cookies. [Více o ochraně osobních údajů. \(/politika-ochrany-osobnich-dat-spolecnosti-mcdonalds-na-internetu/\)](#)

Rozumím



<https://www.mcdonalds.cz/ochutnej/denni-menu/>

19.09.2016

ICED FRUIT SMOOTHIES & FRAPPÉS



Iced Fruit Smoothie Erdbeer Banane **Neu**



Iced Fruit Smoothie Pfirsich Maracuja **Neu**



Iced Fruit Smoothie Mango Ananas



Iced Frappé Coffee Choc



Iced Frappé Coffee Caramel

BURGER & McNUGGETS



Nürnburger **Neu**



Big Tasty® Bacon



Big & Tasty Hot Salsa **Neu**



Long & Tasty Bacon Chicken **Neu**



Veggieburger TS



Hamburger



Cheeseburger



Doppel-Cheeseburger



Triple-Cheeseburger



Chickenburger



Doppel-Chickenburger Honig-Senf



Big Mac®



Hamburger Royal Käse



Hamburger Royal TS®



McRib®



McChicken® Classic



Filet-o-Fish®



4 Chicken McNuggets®



6 Chicken McNuggets®



9 Chicken McNuggets®



20 Chicken McNuggets®



5 Chicken Wings



Chicken Box

McWRAPS





Morgenmad



Du kan bestille morgenmad i vores restauranter hver dag fra klokken 7-10.



McMuffin med æg



McMuffin med bacon og æg



McMuffin med æg og sausage



Bagel med Scrambled eggs og bacon



Big Mac



McBacon



Cheeseburger



Hamburger



Scrambled eggs med bacon



McToast



Hashbrown



Æblestykker



Frappé m. kaffe & chokoladesmag



Frappé m. kaffe & karamelsmag



Smoothie m. mango & ananassmag



Smoothie m. jordbær & banansmag

Hav altid McDonald's med i lommen



DIN GARANTI





G+1 28

ta < 227



**GRAND McEXTREME
DE McDONALD'S
ONION&CHEESE**

[//productos/sandwiches/grand-mcextreme-mcdonald-s-onioncheese](http://productos/sandwiches/grand-mcextreme-mcdonald-s-onioncheese)



**GRAND McEXTREME
DE McDONALD'S
SMOKEY BBQ**

[//productos/sandwiches/grand-mcextreme-mcdonald-s-smokey-bbq](http://productos/sandwiches/grand-mcextreme-mcdonald-s-smokey-bbq)



**GRAND McEXTREME
DE McDONALD'S
BACON**

[//productos/sandwiches/grand-mcextreme-mcdonald-s-bacon](http://productos/sandwiches/grand-mcextreme-mcdonald-s-bacon)



**GRAND CHICKEN
PREMIER BACON**

[//productos/sandwiches/grand-chicken-premier-bacon](http://productos/sandwiches/grand-chicken-premier-bacon)



**GRAND CHICKEN
PREMIER-POLLO EN
TEMPURA**

[//productos/sandwiches/grand-chicken-premier-pollo-tempura](http://productos/sandwiches/grand-chicken-premier-pollo-tempura)



CBO

[//productos/sandwiches/cbo](http://productos/sandwiches/cbo)



BIG MAC®

[//productos/sandwiches/big-mac](http://productos/sandwiches/big-mac)



McPOLLO®

[//productos/sandwiches/mcpollo](http://productos/sandwiches/mcpollo)



**CUARTO DE LIBRA
CON QUESO**

[//productos/sandwiches/cuarto-libra-con-queso](http://productos/sandwiches/cuarto-libra-con-queso)





[\(/fi.html\)](#)

Evästeet auttavat meitä tarjoamaan sinulle parempaa palvelua. Jatkamalla hyväksyt evästeiden käytön.

[OK, hyväksyn](#)

Lihatuotteet

Naudanlihapihvimme sisältävät aina 100 % naudanlihaa ilman lisä- tai säilöntäaineita. Pihvien valmistukseen käytetään luuttomia etuneljännes- kylkipaloja, jotka leikataan ja paloitellaan käsin.



W
e
b
@
ä
t



[\(/fi/product/bacon-mcmuffin-egg.html\)](#)
Bacon McMuffin™ & Egg
[\(/fi/product/bacon-mcmuffin-egg.html\)](#)



[\(/fi/product/fiesta-chili-beef-salaatti.html\)](#)



[\(/fi/product/big-mac.html\)](#)
Big Mac™
[\(/fi/product/big-mac.html\)](#)



[\(/fi/product/fresh-mcmuffin.html\)](#)
Fresh McMuffin™
[\(/fi/product/fresh-mcmuffin.html\)](#)



[\(/fi/product/big-mac-gluteeniton.html\)](#)
Big Mac™ (gluteeniton)
[\(/fi/product/big-mac-gluteeniton.html\)](#)



[\(/fi/product/double-fresh-mcmuffin.html\)](#)
Double Fresh McMuffin™
[\(/fi/product/double-fresh-mcmuffin.html\)](#)



[\(/fi/product/hampurilainen-\)](#)



[\(/fi/product/double-quarter-pound-with-cheese.html\)](#)
Double Quarter Pounder™ with Cheese
[\(/fi/product/double-quarter-pound-with-cheese.html\)](#)



BEEF SWEET PEPPERS
Commander



LE DOUBLE CHEESE
Commander



LE BIG MAC™
Commander



LE ROYAL™ BACON
Commander



LE ROYAL CHEESE™
Commander



LE McCHICKEN
Commander



SZENDVICSEK ÉS WRAPEK



Big Mac®



Dupla Sajtburger



Csirkés Cézár szendvics



Gluténmentes Dupla Sajtburger



McChicken®



Sertés McFarm®



Filet-O-Fish®



Sajtos McRoyal®



Dupla Sajtos McRoyal®



Bundázott Csirkés Snack Wrap



Csirkés Cézár McWrap®



Spicy sertésburger



Sajtburger



Chicken burger



Hamburger



Food / Beef



Beef



Hamburger



Cheeseburger



McCruncher



Double Cheeseburger



Quarter Pounder™ with Cheese



Big Mac®



BBQ Quarter Pounder



Cajun Quarter Pounder



Quarter Pounder Deluxe



**GLUTEN FREE
BURGER**

[\(/products/panini/gluten-free-burger\)](http://products/panini/gluten-free-burger)



McCHICKEN®

[\(/products/panini/mcchickenr\)](http://products/panini/mcchickenr)



**QUARTER POUNDER®
DELUXE**

[\(/products/panini/quarter-pounderr-deluxe\)](http://products/panini/quarter-pounderr-deluxe)



BIG MAC®

[\(/products/panini/big-macr\)](http://products/panini/big-macr)



**CHICKEN
McNUGGETS®**

[\(/products/panini/chicken-mcnuggetsr\)](http://products/panini/chicken-mcnuggetsr)



**QUARTER POUNDER®
CHEESE**

[\(/products/panini/quarter-pounderr-cheese\)](http://products/panini/quarter-pounderr-cheese)



FILET-O-FISH®

[\(/products/panini/filet-o-fishr\)](http://products/panini/filet-o-fishr)



CHICKENBURGER

[\(/products/panini/chickenburger\)](http://products/panini/chickenburger)



CHEESEBURGER

[\(/products/panini/cheeseburger\)](http://products/panini/cheeseburger)



**CHEESEBURGER
BACON**

[\(/products/panini/cheeseburger-bacon\)](http://products/panini/cheeseburger-bacon)

HAMBURGER

[\(/products/panini/hamburger\)](http://products/panini/hamburger)

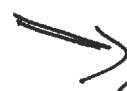
McTOAST®

[\(/products/panini/mctoastr\)](http://products/panini/mctoastr)

Il nostro sito web utilizza i cookie per assicurarti la migliore esperienza di navigazione. Se desideri maggiori informazioni sui cookie e su come controllarne l'abilitazione con le impostazioni del browser accedi alla nostra [Cookie Policy](#).

ACCETTA E CHIUDI

<http://www.mcdonalds.it/prodotti/panini>



19.09.2016

[/producten/burgers-mcnuggets/cheeseburger](http://producten/burgers-mcnuggets/cheeseburger)

[/producten/burgers-mcnuggets/double-cheeseburger](http://producten/burgers-mcnuggets/double-cheeseburger)

[/producten/burgers-mcnuggets/hamburger](http://producten/burgers-mcnuggets/hamburger)

BIG MAC



QUARTER POUNDER

McCHICKEN



[/producten/burgers-mcnuggets/big-mac](http://producten/burgers-mcnuggets/big-mac)

[/producten/burgers-mcnuggets/quarter-pounder](http://producten/burgers-mcnuggets/quarter-pounder)

[/producten/burgers-mcnuggets/mcchicken](http://producten/burgers-mcnuggets/mcchicken)

CHICKEN McNUGGETS 20

CHICKEN McNUGGETS 9

CHICKEN McNUGGETS 6



[/producten/burgers-mcnuggets/chicken-mcnuggets-20](http://producten/burgers-mcnuggets/chicken-mcnuggets-20)

[/producten/burgers-mcnuggets/chicken-mcnuggets-9](http://producten/burgers-mcnuggets/chicken-mcnuggets-9)

[/producten/burgers-mcnuggets/chicken-mcnuggets-6](http://producten/burgers-mcnuggets/chicken-mcnuggets-6)

CHILI CHICKEN

McKROKET

GROENTEBURGER



[/producten/burgers-mcnuggets/chili-chicken](http://producten/burgers-mcnuggets/chili-chicken)

[/producten/burgers-mcnuggets/mckroket](http://producten/burgers-mcnuggets/mckroket)

[/producten/burgers-mcnuggets/groenteburger](http://producten/burgers-mcnuggets/groenteburger)

Filet-O-Fish®



(/)

STRONA WYKORZYSTUJE PLIKI COOKIE

Aby zapewnić najwyższą jakość usług wykorzystujemy informacje przechowywane w przeglądarce internetowej. Sprawdź warunki przechowywania lub dostępu do nich w COOKIES (/polityka- Prywatności-i-cookie/). Pozostając na stronie godzisz się na zapisywanie plików cookies Twojej przeglądarce.

OFERTA MCDONALD'S

AKCEPTUJĘ


CAŁE MENU

WIEŚMAC®
PODWÓJNY

McROYAL®
PODWÓJNY

McROYAL®
PODWÓJNY PIKANTNY

BIG MAC®


<http://mcdonalds.pl/oferta/>


19.09.2016

Home A nossa Ementa McMenus

A nossa Ementa

McMenu

Deliciosas combinações ao alcance de todos.



Gosto 1430

A McDonald's
A nossa Ementa
Em Família
Restaurantes
Qualidade
Nutrição
Trabalhar na
McDonald's

Fale Connosco

Sanduíches McMenu

Mapa do Site
Perguntas Frequentes
Contactos
Avisos Legais

Gosto 16.478

© McDonald's
2016



Big Mac®



Double Cheeseburger



McRoyal® Bacon



McRoyal® Cheese



McRoyal® Deluxe



McChicken®



6 Chicken
McNuggets®



Big Tasty®



CBO®



CBO® Premier



McBifana



McWrap Chicken
Rustic Grilled



McWrap Chicken
Rustic Crispy



McWrap™ Chicken
Bacon Crispy



McWrap™ Chicken
Bacon Grilled



Filet-o-Fish®

Acompanhamentos McMenu



Pagina www.mcdonalds.ro folosește mai multe tipuri de fișiere cookie.
Continuarea navigării pe această pagină se consideră acceptare a Notei de Utilizare a Fișierelor Cookie

Vită



Cheeseburger Fresh



75%
Sunny Beef

Sunny Beef



Big Mac™



Big Tasty™



Royal Deluxe™



Classic Beef McWrap™



Hamburger fara gluten



Hamburger



Cheeseburger fara gluten



Cheeseburger



Dublu Cheeseburger fara
gluten



Dublu Cheeseburger



Visa produkter där jag vill undvika:

Selleri
Sojaprotein
Kräftdjur

Senap
Ägg
Svaveldioxid & sulfit

Gluten
Nötter
Blöddjur

Laktos
Fisk
Lupin

Sesamfrön
Kornjöksprotein

Hamburgare

				
Big Mac	Big Mac med glutenfritt bröd	Cheeseburgare	Cheeseburgare med glutenfritt bröd	Deluxo Ei Maco
				
Dubbel Cheeseburgare	Dubbel QP Cheese	Hamburgare	Hamburgare med glutenfritt bröd	Maestro Tasty Bacon (utvalda restauranger)
				
Maestro Tasty (utvalda restauranger)	McFeast	McFeast med glutenfritt bröd	QP Cheese	QP med glutenfritt bröd
				
Super Cheese				



Menu

Burgery od McDonald's v mnohých variantoch vás nikdy nebudú nudiť.

[Kompletná ponuka](#)

[Menu](#)

[Hranolky](#)

[Šaláty](#)

[Nápoje](#)

[Dezerty](#)



[\(https://www.mcdonalds.sk/ochutnej/ochutnej/cheeseburger/\)](https://www.mcdonalds.sk/ochutnej/ochutnej/cheeseburger/)

Cheeseburger



[\(https://www.mcdonalds.sk/ochutnej/ochutnej/product-1/\)](https://www.mcdonalds.sk/ochutnej/ochutnej/product-1/)

Hamburger



[\(https://www.mcdonalds.sk/ochutnej/double-cheeseburger/\)](https://www.mcdonalds.sk/ochutnej/double-cheeseburger/)

Double Cheeseburger



[\(https://www.mcdonalds.sk/ochutnej/big-mac/\)](https://www.mcdonalds.sk/ochutnej/big-mac/)

Big Mac™

Tento web používa na poskytovanie funkcií sociálnych médií a analýzu návštevnosti súbory cookies. Používaním tohto webu súhlasíte s ukladaním a používaním súborov cookies. [Viac o ochrane osobných údajov. \(https://mcdonalds.sk/politika-ochrany-osobnich-dat-spolocnosti-mcdonalds-na-internetu/\)](https://mcdonalds.sk/politika-ochrany-osobnich-dat-spolocnosti-mcdonalds-na-internetu/)

Rozumiem

<https://www.mcdonalds.sk/ochutnai/denne-menu/>

19.09.2016

This website uses cookies to give you the best online experience. If you'd like to know more or change your settings, our [Cookie Policy](#) explains more.

[Accept & Close](#)



Beef



Beef



Big Tasty®



Big Tasty® with Bacon



The Classic



The BBQ



The Spicy



Big Mac®



Quarter Pounder with Cheese



Hamburger



Cheeseburger



Double Cheeseburger



Like us on Facebook

Follow

YouTube

Sign up to our newsletter

Privacy • Terms & Conditions • [Cookie Policy](#)

Site Terms and Conditions and Privacy Policy apply. All rights reserved. The trade marks, logos and artwork displayed are the registered and unregistered trade marks and copyright of McDonald's, except where third party ownership is indicated. © 2016 McDonald's.

Annex 4 c

**Printouts from McDonald's German websites www.mcdonalds.de
(October 2016)**



Iced Fruit Smoothie
Mango Ananas



Iced Frappé Coffee
Choc

BURGER & McNUGGETS



Nürnberg



Veggieburger TS



McRib®



Steakhouse Beef
Classic **Neu**



Big Caesar Chicken
Neu



Big Tasty® Bacon



Hamburger



Cheeseburger



Doppel-Cheeseburger



Triple-Cheeseburger



Chickenburger



Doppel-Chickenburger
Honig-Senf



Big Mac®



Hamburger Royal Käse



Hamburger Royal TS®



McChicken® Classic



Filet-o-Fish®



4 Chicken McNuggets®



6 Chicken McNuggets®



9 Chicken McNuggets®



20 Chicken
McNuggets®



5 Chicken Wings



Chicken Box

McWRAPS



McWrap® Chicken
Honig-Senf **Neu**



Snack Wrap® Caesar



Annex 5

Excerpt from Wikipedia re: BIG MAC

Big Mac

From Wikipedia, the free encyclopedia

The **Big Mac** is a hamburger sold by international fast food restaurant chain McDonald's. It was introduced in the Greater Pittsburgh area, United States, in 1967 and nationwide in 1968. It is one of the company's signature products.

Contents

- 1 History
- 2 Product
 - 2.1 Special sauce
 - 2.2 Packaging
- 3 Advertising
 - 3.1 *Two all-beef patties* slogan
 - 3.2 1980s advertising
 - 3.3 2005 advertising
- 4 Variants
- 5 McDonaldland character
- 6 Museum
- 7 Nutritional values per geographical location
- 8 See also
- 9 References
- 10 Further reading
- 11 External links

History

The Big Mac was created by Jim Delligatti, an early Ray Kroc franchisee, who was operating several restaurants in the Pittsburgh area. It was invented in the kitchen of Delligatti's first McDonald's franchise, located on McKnight Road in suburban Ross Township.^[1] The Big Mac had two previous names, both of which failed in the marketplace: the Aristocrat, which consumers found difficult to pronounce and understand, and Blue Ribbon Burger. The third name, Big Mac, was created by Esther Glickstein Rose, a 21-year-old advertising secretary who worked at McDonald's corporate headquarters in Oak Brook, Illinois.^[2] The Big Mac debuted at Delligatti's Uniontown, Pennsylvania restaurant in 1967, selling for 45 cents.^[3] It was designed to compete with Big Boy restaurants' Big Boy sandwich; Eat'n Park was the Pittsburgh area's Big Boy franchisee at the time.^[4] The Big Mac proved popular, and it was added to the menu of all U.S. restaurants in 1968.^[3]

Product

The Big Mac consists of two 1.6 oz (45.4 g) (0.0454 kg) beef patties, "special sauce" (a variant of Thousand Island dressing), iceberg lettuce, American cheese, pickles, and onions, served in a three-part sesame seed bun.^[5]

The Big Mac is known worldwide and is often used as a symbol of American capitalism. *The Economist* has used it as a reference point for comparing the cost of living in different countries – the Big Mac Index – as it is so widely available and is comparable across markets. This index is sometimes referred to as *Burgernomics*.^[6]

Special sauce

The name was popularized by a 1974 advertising campaign featuring a list of the ingredients in a Big Mac: "Two all-beef patties, special sauce, lettuce, cheese, pickles, onions – on a sesame seed bun."

Big Mac Sauce is delivered to McDonald's restaurants in sealed canisters designed by Sealright, from which it is meant to be directly dispensed using a special calibrated "sauce gun" that dispenses a specified amount of the sauce for each pull of the trigger.^[7] Its design is similar to a caulking gun.

In 2012, McDonald's admitted that "the special sauce ingredients were not really a secret" because the recipe had been available online "for years".^[8] It consists of store-bought mayonnaise, sweet pickle relish and yellow mustard whisked together with vinegar, garlic powder, onion powder and paprika.^[8]

Packaging

The Big Mac, along with many other McDonald's products, was first served in a "clamshell" styrofoam container that was phased out beginning in 1990 due to environmental concerns.^[9] The product is now sold in a collapsible cardboard box.

Advertising

The earliest instances of McDonald's utilizing advertising for the burger were mainly print ads, and a TV ad in which Hoyt Axton sings "The Ballad of Big Mac" which aired in 1969.

Two all-beef patties slogan

McDonald's Big Mac



McDonald's Big Mac

Nutritional value per 1 sandwich 7.6 oz (215 g)

Energy	550 kcal (2,300 kJ)	
Carbohydrates	46 g (15%)	
Sugars	9 g	
Dietary fiber	3 g (13%)	
Fat	29 g (47%)	
Saturated	10 g (52%)	
Trans	1 g	
Protein	25 g	
Vitamins		
Vitamin A	230 IU	
Vitamin C	1 mg	(1%)
Minerals		
Calcium	270 mg	(27%)
Iron	4.5 mg	(35%)
Sodium	970 mg	(65%)
Other constituents		
Salt equivalent	2,425 mg	
Energy from fat	260 kcal (1,100 kJ)	
Cholesterol	75 mg	
Ingredients	See text	

Values may be different outside US market.

Units
 µg = micrograms • mg = milligrams
 IU = International units

Percentages are roughly approximated using US recommendations for adults.

Source: McDonald's USA Product Nutrition (http://www.mcdonalds.com/us/en/food/product_nutrition_sandwiches.255.Big-Mac.html)

The *Two all-beef patties, special sauce, lettuce, cheese, pickles, onions – on a sesame seed bun* concept for the jingle was created by Keith Reinhard, Chairman Emeritus of DDB Worldwide, and his creative group at Needham Harper and Steers. Originally, the ingredients appeared as a one-word heading for a McDonald's ad developed for college newspapers. The words were then set to music created by Mark Vieha, who performed the original jingle. The first run of commercials ran only a year and a half, going off the air in 1976, but its popularity remained beyond its TV life. Subsequent to the jingle, McDonald's followed up with a promotion based on its customers spontaneously having a "Big Mac Attack".

Many franchises in the United States ran promotions during the original campaign that awarded a free burger to customers who could recite the slogan within a specified time (usually two or three seconds). One example of its success was that the McDonald's operators in New York City ran out of Big Mac buns. McDonald's Australia emulated this promotion in the mid-1980s, and some Brazilian McDonald's around the same time (only offering a free glass of Coca-Cola instead), in the Portuguese-language version, which is "Dois hambúrgueres, alface, queijo, molho especial, cebola e picles num pão com gergelim".

The slogan soon led to a shaggy dog joke that had as its punchline "two obese Patties, Special Ross, Lester Cheese, picking bunions on a Sesame Street bus".^[10]

In 2003, McDonald's revived the phrase. In an English-language ad from McDonald's international "i'm lovin' it" campaign, a rapper rapidly spouts off the trademark in the background music. Also in 2003, American Greetings and Carlton Cards released a Christmas ornament of a Big Mac, on which the slogan was both printed and played aloud by pulling on a string. Roy Bergold, National Advertising Manager at McDonald's, has a big hand in championing the original campaign and helping to bring it back.

In 2008, the phrase was revived by McDonald's Malaysia. The revival includes the original prize of a free Big Mac if the customer is able to recite the phrase in under four seconds. This was released in May, along with the promotional *Mega Mac*, which has four beef patties rather than the standard two.^[11]

1980s advertising

In the early 1980s, as a promotion, McDonald's staged an in-house rivalry between their two most popular products. Consumers were invited to decide "Which one will be number one? Chicken McNuggets or Big Mac sandwiches?" For each of either item that a customer bought, they received another of the same at half price. Later in the ad campaign, the second was offered for free. It was eventually announced that the Big Mac was "number one".

2005 advertising

In 2005, McDonald's began offering product placement rewards to hip hop artists who namechecked the Big Mac in their music, giving US\$5 to the artist for every time a song mentioning the hamburger was played on the radio.^[12] This offer quickly spawned a satirical reference from hip hop artist Mad Skillz, who references the marketing ploy in his track "2005 Wrap Up" by stating "And I'm beefin' wit' Mickey D's man, y'all dead wrong, Talkin' 'bout payin' rappers to mention Big Macs in their song, We do rap from the heart, y'all better have some respect, Alright, Big Mac! Big Mac! Big Mac! Now where's my check?"

Variants

- The Mega Mac or Double Big Mac – four 1.6 oz (45.4 g) beef patties and an extra slice of cheese. Available in Australia, Canada, China, Egypt, Ireland, Japan, Malaysia (during promotional periods only), Turkey, Singapore, Pakistan, South Korea, and Thailand.^[11] Discontinued in New Zealand. In the United States, buyers can ask to double their Big Mac with two additional patties, although this is limited to only certain states. The Double Big Mac is the biggest regular hamburger produced by the chain and has 680 calories.^[13]
- Big Big Mac – a Quarter Pounder-like product sold in Europe (Finland, Belgium, Spain, Portugal, and Italy). Has been sold periodically in Sweden, there called "Grand Big Mac" (where "Grand" was pronounced in British, not American, English, in their advertising).^[14]
- The Denali Mac – made with two quarter pound patties. Named after Denali in Alaska, and sold only in that state.^{[15][16]} Also known as the Bigger Big Mac as a limited-time offer product to celebrate the 2006 FIFA World Cup.
- In India, where consuming beef is illegal in most states, the Big Mac is known as the Maharaja Mac and was originally made with lamb instead of beef; however, along with the company's other items, it is now made from chicken.^{[17][18]} A vegetarian option is also available, substituting corn patties in the place of beef.
- The Chicken Big Mac is a Big Mac with two breaded chicken patties sold in Pakistan, Egypt, UAE, Kuwait, and Qatar.^{[19][20][21]}
- The Giga Big Mac is a larger version of the Big Mac with three times the meat of a Big Mac sold in Japan.^[22]
- Mac Jr. is a reduction of the standard Big Mac. It uses a two-piece bun and contains only one beef patty. Available in the U.S. beginning in 2017.^[23]
- Grand Mac uses larger patties, at ½ pound (150 g) combined. Available in the U.S. beginning in 2017.^[23]

McDonaldland character

In addition to the McDonald's signature hamburger, Big Mac was the name of a character, Officer Big Mac, in McDonaldland, the fictional world created as an advertising campaign for McDonald's. Officer Big Mac was similar to Mayor McCheese, except he was the chief of police, wearing a constable uniform and sporting a large Big Mac for a head.

Museum

On August 22, 2007, McDonald's opened the Big Mac Museum in North Huntingdon, Pennsylvania to celebrate the Big Mac's 40th anniversary. The museum features the world's largest Big Mac statue (measuring 14 feet high and 12 feet wide) and has hundreds of historic artifacts and exhibits that celebrate the Big Mac.^{[24][25]}

Some Uniontown residents were unhappy with the selected location;^[26] a McDonald's spokesperson said that the decision was based on ease of highway access.^[27]

Nutritional values per geographical location

The Big Mac is a geographically localized product. In the United States, the Big Mac has 550 kcal (2,300 kJ), 29 grams of fat and 25 grams of protein. In Australia, the burger is slightly smaller with 493 kcal (2,060 kJ) and 26.9 grams of fat, but similar amounts of protein with 25.2 grams,^[28] while the Japanese burger tops out the scales at 557 kcal and 30.5 grams of fat. Several McDonald's subsidiaries adapt the standard features of the Big Mac (from the USA) to regional requirements.^[29]



The Big Mac is often sold as part of a combination meal







































A Mega Mac burger with a large Coke and fries in Malaysia



The Big Mac Museum in 2014

Comparisons of the Big Mac standard nutritional values in different countries - Sodium values converted to their salt equivalents, rounded and in

Country	Energy kcal	Carbohydrates g	Protein g	Fat (total) g	Dietary fiber g	Salt equivalent mg	Serving size (weight) g	Reference
 Argentina	485	40	24	26	3.3	2005		.ar (https://web.archive.org/web/20130228200448/http://secciones/nutricion/include/tabla/tabla_nutrim)
 Australia	493	35.3	25.2	26.9		2148	201	.au (http://mcdonalds.com.au/sites/mcdonalds.com.au/files/images/Core-)
 Austria	495	40	27	25	3	2300	219	.at (https://web.archive.org/web/20120227132656/http://www.mcdona)
 Belgium	495	40	27	25		2300		.be (http://www.mcdonalds.be/nl/producten/san)
 Bosnia and Herzegovina	510	41	27	26	3	2200		.ba (https://web.archive.org/web/20130428044419/http://w)
 Brazil	491	40	26	26	3.8	2033		.br (http://www.mcdonalds.com.br/sub-secciones/nutricion/i)
 Canada	520	45	23	28	3	2413	209	.ca (http://www.mcdonalds.ca/ca/en/menu/full_menu/)
 Chile	478	40	26	24	4	2133		.cl (http://www.mcdonalds.cl/sub-secciones/nutricion/incl)
 China	520	46	26	26				.cn (https://web.archive.org/web/20131025090212/http://www.mcd)
 Croatia	510	41	27	26	3	2200		.hr (http://www.mcdonalds.hr/ponuda/)
 Czech Republic	510	41	27	26		2200		.cz (https://web.archive.org/web/20120322212148/http://www.mcdona)
 Denmark	510	41	27	26.1	3	2200		.info (https://web.archive.org/web/20110521104020/http://www.mcdonalds)
 Egypt	522		28.235	25.911				.eg (http://www.mcdonaldsegypt.com/en/)
 Finland	510	41	27	26	3	2200		.fi (https://web.archive.org/web/20140808041716/http://www.mcdonalds.fi/fi/nuc)
 France	508	42	27	26	3.1	2300	221	.info (http://www.mcdonaldsmenu.info/nutrition/ho)
 Germany	510	41	27	26	3	2200	221	.de (http://www.mcdonalds.de/produkte/produkt-profi)
 Greece	495	40	27	25	3	2300	221	.gr (https://web.archive.org/web/20130430013507/http://)
 Hong Kong	497	43.1	26.4	24.2		2003		.hk (https://web.archive.org/web/20081210134919/http://www.mc)
 Hungary	510	41	27	26	3	2200		.info (https://web.archive.org/web/20121030234421/http://www.mcdonalds)
 Ireland	490	41	28	24	4	2100		.ie (http://www.mcdonalds.ie/content/dam/irelan)
 Italy	510	41	27	26	3	2200		.info (http://www.mcdonaldsmenu.info/nutrition/hc)
 Japan	557	45.2	25.5	30.5		2800		.jp (http://www.mcdonalds.co.jp/quality/basic_informatic)
 Lithuania	509	42	27	26	3.1	2300	219	.lt (http://www.mcd.lt/lt/products/musu-sum)
 Malaysia	484	46	26	23		1825	209	.my (https://web.archive.org/web/20121117025042/http://www.mc)
 Mexico	486	45	22	26	3	2228		.mx (http://www.mcdonalds.com.mx/sub-secciones/nutricion/inclu)
 Netherlands	510	41	27	26	3	2200		.info (http://www.mcdonaldsmenu.info/nutrition/ho)
 New Zealand	494	36.8	26.4	25.9		2415	202	.nz (http://mcdonalds.co.nz/sites/mcdonalds.co.nz/files/images/Nutri)
 Norway	510	41	27	26	3	2200		.no (https://web.archive.org/web/20130731131759/http://www.mcdonalds)
 Poland	510	41	27	26	3	2200		.info (https://web.archive.org/web/20130525045117/http://www.mcdonalds)
 Portugal	509	42	27	26	3.2	2300	219	.pt (https://www.mcdonalds.pt/tabela-n)
 Romania	510	41	27	26	3	2200		.info (http://www.mcdonaldsmenu.info/nutrition/ho)
 Russia	495	40	27	25	3	2300		.info (http://www.mcdonaldsmenu.info/nutrition/ho)
 Serbia	493	40	27	25	3	2300		.rs (http://www.mcdonalds.rs)
 South Africa	496	39	24.3	26.4	3.2	2433		.za (http://mcdonalds.co.za/content/f)
 South Korea	510		26			2533	213	.kr (http://www.mcdonalds.co.kr/#/)
 Sweden	505	42	26	26	3	2300	219	.se (http://apps.mcdonalds.se/sweden/prodfacts.nsf/ag/16E94337AF0C)
Switzerland	510	41	27	26	3	2200		.info (https://web.archive.org/web/20130531141704/http://www.mcdonalds)
Taiwan	530	45	27	26				.tw (http://www.mcdonalds.com.tw/#/food)
Turkey	480	43	28	22		2100		.tr (http://www.mcdonalds.com.tr/Kal)
United Kingdom	508	43	26	25	3.6	2300		.uk (http://www.mcdonalds.co.uk/ukhome/product_nut)
United States	540	47	25	28	3	2426	215	.us (http://www.mcdonalds.com/us/en/food/product_nutritio)

See also

- Don Gorske, a Big Mac enthusiast
- List of sandwiches

Similar products by other restaurant chains:

- Big Boy (Big Boy Restaurants and Frisch's Big Boy)
- Big Hardee (Hardee's)
- Big King (Burger King)
- Big Shef (Burger Chef)
- Big Wink (Winky's)
- Bonus Jack (Jack in the Box)
- Superburger (Eat'n Park)
- Teen Burger (A&W) is not a double decker like the Big Mac, but its "teen sauce" is similar to "special sauce".

References

- Vancheri, Barbara (May 4, 1993). "Golden Arch Angel" (<https://news.google.com/newspapers?nid=1129&dat=19930504&id=z6kkAAAAIABAJ&sjid=0G4DAAAIAIBAJ&pg=5788,2805664>). *Pittsburgh Post-Gazette*. p. C1.
- "Woman Who Named Big Mac Finally Recognized" (<http://www.apnewsarchive.com/1985/Woman-Who-Named-Big-Mac-Finally-Recognized/id-4338738fbc4ed82ddfd5700c17d6ebd>). Associated Press. May 31, 1985. Retrieved February 22, 2013.
- "Jim Delligatti Biography" (https://web.archive.org/web/20110726163742/http://www.mcdepk.com/bigmac/mediadocs/bio_Jim_MJ_Delligatti.pdf) (PDF) (Press release). McDonald's. 2007. Archived from the original (http://www.mcdepk.com/bigmac/mediadocs/bio_Jim_MJ_Delligatti.pdf) (PDF) on July 26, 2011. Retrieved May 18, 2011.
- "Obituary: William D. Peters / President of Eat'n Park restaurants" (<http://old.post-gazette.com/obituaries/20000820peters4.asp>). *Pittsburgh Post-Gazette*. August 20, 2000. Retrieved 28 September 2013.
- <http://nutrition.mcdonalds.com/getnutrition/ingredientslist.pdf>
- Pakko, Michael R.; Pollard, Patricia S. (November–December 2003). "Burgernomics: A "Big Mac" Guide to Purchasing Power Parity" (<http://research.stlouisfed.org/publications/review/03/11/pakko.pdf>) (PDF). *Review*. Federal Reserve Bank of St. Louis. Archived (<https://web.archive.org/web/20110524015220/http://research.stlouisfed.org/publications/review/03/11/pakko.pdf>) (PDF) from the original on May 24, 2011. Retrieved May 18, 2011.
- "Sealright designs sauce system for McDonald's in South Africa, China" (http://www.mcspotlight.org/media/press/kansas_26apr96.html). *Kansas City Business Journal*. April 26, 1996. Archived (https://web.archive.org/web/20110604182839/http://www.mcspotlight.org/media/press/kansas_26apr96.html) from the original on June 4, 2011. Retrieved May 18, 2011.
- "Make a Big Mac at home! McDonald's top chef explains the secret to chain's burger (but why doesn't it look quite like what you get at the counter?)" (<http://www.dailymail.co.uk/news/article-2171302/How-make-Big-Mac-home-McDonalds-chef-explains-secret.html>). *Daily Mail*. London. July 10, 2012.
- McDonald's to Do Away With Foam Packages (http://articles.latimes.com/1990-11-02/news/mn-3711_1_foam-packages). Los Angeles Times. 1990-11-02. Retrieved 2017-04-03.
- Martin, Harvey (2009). *The Shaggy Dog Story Book*. Indianapolis, IN: Dog Ear Publishing. p. 7. ISBN 978-1-59858-932-0.
- Bin, Hwai (May 5, 2008). "Mega Mac and Big Mac Chant" (<https://web.archive.org/web/20090430212202/http://www.sixthseal.com/2008/05/mega-mac-and-big-mac-chant.html>). *SixthSeal.com*. Archived from the original on April 30, 2009.
- "Return of the Mac – coming soon" (<http://news.bbc.co.uk/2/hi/business/4389751.stm>). *BBC News*. March 29, 2005. Retrieved 2010-03-26.
- "Double Big Mac®" ([http://www.mcdonalds.ca/ca/en/menu/full_menu/sandwiches/double_big_mac.html/#/](http://www.mcdonalds.ca/ca/en/menu/full_menu/sandwiches/double_big_mac.html#/)). McDonald's Canada. Retrieved 20 October 2015.
- The advertising (http://adsoftheworld.com/media/print/mcdonalds_new_big_big_mac?size=original)
- "Alaska Towns: Palmer, Alaska" (<http://www.hometowninvasion.com/towns.php?id=AK>). *Hometown Invasion Tour*. 2011.
- "Royale with Cheese" (<http://www.cynical-c.com/2007/05/23/royale-with-cheese/>). *Cynical-C Blog*. May 23, 2007.
- "G2: McDonald's and the World" (<https://www.theguardian.com/world/2001/apr/06/globalisation.features11?INTCMP=SRCH>). *The Guardian*. London. April 6, 2001. Retrieved May 18, 2011.
- Arndt, Rachel Z. (February 2, 2009). "The World's Most Original Burgers: Chicken Maharaja Mac" (http://images.businessweek.com/ss/09/07/0722_innovative_burgers/8.htm). *Bloomberg Businessweek*. p. 8. Retrieved May 18, 2011.
- McDonald's Pakistan (http://www.mcdonalds.com.pk/eshop/eshop_items/view/extra-value-meals/72/31) Archived (https://web.archive.org/web/20120620055553/http://www.mcdonalds.com.pk/eshop/eshop_items/view/extra-value-meals/72/31) June 20, 2012, at the Wayback Machine. Retrieved 2012-09-04
- A La Carte | McDonald's Kuwait (https://www.mcdonaldsarabia.com/kuwait/en/our_food/Menu/a_la_carte.html)
- <http://www.mcdonaldsegypt.com/en/products-product/plain/page/274/cat/16/product/172/subcat/18>
- McDonald's Japan Launches Big Mac With 3 Times the Meat | Fortune (<http://fortune.com/2016/04/05/mcdonalds-giga-big-mac/>). April 5, 2016. Retrieved October 16, 2016
- Smith, Aaron (January 18, 2017). "McDonald's just tweaked the Big Mac" (<http://money.cnn.com/2017/01/18/news/companies/mcdonalds-big-mac/>). *CNN Money*. Cable News Network. Retrieved January 31, 2017.
- "McDonald's Celebrates 40 Years Serving "Twoallbeefpattiespecialsaucelettucecheeseepicklesonionsonasesameseedbun" (<http://www.prnewswire.com/news-releases/mcdonalds-celebrates-40-years-serving-twoallbeefpattiespecialsaucelettucecheeseepicklesonionsonasesameseedbun-58510247.html>) *PR Newswire*. August 22, 2007
- "Big Mac turns 40" (<http://projects.ajc.com/gallery/view/living/food/bigmac0824/>) Archived (<https://web.archive.org/web/20130115120038/http://projects.ajc.com/gallery/view/living/food/bigmac0824/>) January 15, 2013, at the Wayback Machine. *The Atlanta Journal-Constitution*. Retrieved November 12, 2012
- Al Owens. *The Herald-Standard* (September 2007) "The Mystery of the Curry Burger!" (<http://thinkwebworks.com/ao/History.asp?ID=18>) republished from *Herald-Standard* (Uniontown). September 15, 2007
- The museum is located along U.S. 30 just south of its westernmost interchange with the mainline Pennsylvania Turnpike, while the still-incomplete Mon-Fayette Expressway had missing sections near Uniontown at the time.
- "Nutrition Information" (<http://mcdonalds.com.au/our-food/menu/#/favourites/big-mac>). Australia: McDonald's. December 19, 2012. Retrieved April 28, 2013.
- calories big mac (<http://www.balacek.com/food/30874>)

Further reading

- Gallagher, Peter B. (March 10, 1975). "Beefed-up old jingle pays off for Big Mac" (<https://news.google.com/newspapers?id=xAoOAAAIAIBAJ&sjid=IhKDAAAIAIBAJ&pg=5978,2392418&dq=birmingham-americans&hl=en>). *St. Petersburg Times*. p. 1D. Retrieved April 12, 2010.

External links

- Official US product information (https://web.archive.org/web/20100503223319/http://www.mcdonalds.com/us/en/food/full_menu/sandwiches/big_mac.html)
- Official UK product information (<http://www.mcdonalds.co.uk/food/beef/big-mac.mcdj?dnPos=-363>)
- Official product information for the Chicken Maharaja-Mac (<http://mcdonaldsindia.com/menu.html>)

- The Big Mac Index (<http://www.economist.com/markets/bigmac/>)
- The Big Mac Museum (<http://www.bigmacmuseum.com/>) in North Huntingdon, Pennsylvania
 - Photo Tour of Big Mac Museum (<http://al-paslow.smugmug.com/gallery/3410396#190877921>)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Big_Mac&oldid=794262570"

-
- This page was last edited on 6 August 2017, at 22:37.
 - Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.