



麦当劳中国公司介绍

关于麦当劳中国

麦当劳是全球知名的餐饮品牌，超过 37,000 家餐厅遍及全球 100 多个国家和地区。麦当劳于 1990 年进入中国内地市场。目前，中国是麦当劳全球第三大市场、全球最大的特许经营市场，以及全球发展最快的市场。2017 年 7 月，麦当劳与中信股份、中信资本、凯雷达成战略合作，共同运营和管理麦当劳在中国内地和香港的业务。截至 2017 年 6 月，中国内地有超过 2,500 家餐厅，员工人数超过 120,000 名。2016 年，麦当劳中国为超过 10 亿人次服务。

麦当劳持续在中国进行业务创新，提供“随时随地随心，我就喜欢”的体验。麦当劳中国相继推出甜品站（1994 年）、McCafé（2001 年）、24 小时营业餐厅（2005 年）、得来速汽车餐厅（2005 年）、麦乐送送餐服务（2007 年）。目前，麦当劳正在全面推进“未来 2.0”餐厅体验升级，整合无现金支付、自助点餐系统、送餐到桌等元素，为顾客提供数字化、个性化和人性化的产品与服务。

About McDonald's China

McDonald's is the world's leading global foodservice retailer with over 37,000 locations in over 100 countries. With its first restaurant opened in mainland China in 1990, McDonald's China is currently the third largest and fastest growing market, and the largest franchisee market in McDonald's global system. In July 2017, McDonald's formed strategic partnership with CITIC and Carlyle, operating and managing the business in mainland China and Hong Kong. By June 2017, there are over 2,500 McDonald's restaurants with more than 120,000 employees in mainland China. In 2016, McDonald's serves over 1 billion customers in China.

McDonald's has been a powerhouse of innovations in China, offering experience of "Anytime, anywhere, the way i'm lovin' it". McDonald's China introduced dessert kiosks in 1994, McCafé in 2001, 24-hour restaurants and Drive-thru in 2005, and McDelivery service in 2007. McDonald's is accelerating Experience of the Future nationwide since 2016, integrating cashless payment, self-ordering kiosk (SOK), table service and etc., to provide digital, customized and personalized products and services.