



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二大市场、美国以外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 2019 年 1 月，中国内地有近 3,100 家麦当劳餐厅，员工人数超过 17 万。2018 年，麦当劳中国服务顾客约 13 亿人次。

麦当劳中国致力于让每位顾客轻松享受美味时刻，为中国消费者提供美味、安心、高品质的汉堡、小食、甜品等各类美食，并且持续进行业务创新，包括甜品站（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）、未来餐厅体验（2016）。在快速拓展的同时，麦当劳致力于实现业务的可持续发展，通过 2018 年推出的“我们的一小步，世界的一大步”行动计划持续深化“绿色包装”和“绿色餐厅”等环保举措。麦当劳还通过“麦当劳叔叔之家”公益项目积极回馈社会。

About McDonald's China

McDonald's is the world's leading global foodservice retailer with more than 37,000 locations in over 100 countries and regions. With its first restaurant opened in mainland China in 1990, McDonald's China is currently the second largest and fastest growing market, and the largest franchisee market in McDonald's global system outside the United States. In July 2017, McDonald's formed strategic partnership with CITIC and Carlyle, operating and managing the business in mainland China and Hong Kong. By January 2019, there are approximately 3,100 McDonald's restaurants with more than 170,000 employees in mainland China. In 2018, McDonald's served over 1.3 billion customers in China.

With the brand purpose of making delicious, feel-good moments easy for everyone, McDonald's China provides quality and tasty food and pioneers in innovation. It launched dessert kiosks in 1994, McCafé in 2001, 24-hour and Drive-thru restaurants in 2005, McDelivery service in 2007 and Experience of the Future in 2016. McDonald's China harnesses its Scale for Good, focusing on sustainability programs such as “Green Packaging” and “Green Restaurants”, while supporting Ronald McDonald House Charities in China to keep families close.