

# Russia rebrands McDonald's

## New ownership

■ Russian billionaire **Alexander Govor** (below) has taken over franchise operation



## New Russian name

**“Vkusno & tochka”** – translates as “Tasty and that’s it”

## New logo

Stylized burger patty and two fries in shape of letter “M”



## Branches

Chain will keep old McDonald's interior but will remove any trace of former name

### ■ First 15 restaurants

Opened in and around Moscow on June 12

### ■ Another 200

By end of June

### ■ All 850

By end of summer

## Menu

**Big Mac** and other burgers and desserts such as **McFlurry** are missing. Other popular items are on smaller menu at slightly lower prices



### Double cheeseburger

**129 roubles (\$2.31)**

McDonald's price 160

### Fish burger

**169 roubles (\$2.93)**

McDonald's price 190

### ■ Ingredients

Most come from within Russia. Some items initially unavailable due to logistical difficulties and because some suppliers – such as **Coca Cola** – have left Russia

■ Govor says he paid figure “far lower than market price”

■ McDonald's will have option to buy back its restaurants within 15 years, according to Russian authorities

## Management/staff

■ Business being run by **Oleg Paroev** – McDonald's former Russian head

■ Govor agreed to retain chain's 62,000 employees for at least two years

## Revenue

Russia and Ukraine accounted for about 9% of McDonald's global sales in 2021