

The following facts about McDonald's in Germany and Europe may be helpful in the study of this unit:

- (1) There are over 100 McDonald's restaurants in Germany (as of 1978).
- (2) Beer is sold at McDonald's in Germany, Holland, and Sweden.
- (3) Wine is sold in France.
- (4) Ronald McDonald periodically visits McDonald's Restaurants in Germany to attend certain promotions, grand openings, and children's festivals.
- (5) McDonald's hamburgers are made of 100% beef.
- (6) Chicken is also served in Germany, while chicken is served only in a very few McDonald's restaurants in the United States.
- (7) McDonald's crew members are not required to have specific training prior to their McDonald's employment. They earn and learn at the same time.
- (8) Germans are not accustomed to the usage of place mats; however, they are used at McDonald's.
- (9) Prices are higher due to high food prices, high real estate rents, and high employment taxes.
- (10) The Headquarters for McDonald's of Germany are in Munich.
- (11) People of all ages eat in the restaurants.
- (12) The restaurants are open from 9 a.m. to 11 p.m. except during the summer, when the hours are from 10 a.m. to 11 p.m. (23. 00 Uhr).
- (13) The term 'Milk Shake' is not used, as federal food regulations require that when the word Milch is used in advertising a product, it must be fresh milk and not powdered milk. Thus, a milk shake is called a 'HAPPY MÄC SHAKE.'
- (14) HAPPY hats are also available for children.
- (15) Children can celebrate their birthdays at McDonald's (See the last page of the unit).
- (16) Beer, served in a disposable plastic container, can be purchased by anyone sixteen years of age or older.
- (17) McDonald's restaurants in Germany do not currently serve breakfast. A typical German breakfast rarely includes pancakes, eggs, or muffins. As the manager of McDonald's in Erlangen said, "I can't imagine that kind of breakfast ever being popular with the German people."

WHAT ARE YOU WAITING FOR? GO ON IN!

HAPPY MÄC*

* (Kaltschale à la McDonald's)

Den sollten Sie mal kennenlernen.

As you enter, you see the familiar red and blue tables, chairs, and booths. The crew members are dressed in blue uniforms, and are young and cheerful. Behind the counters you see hamburgers, french fries, and apple pies being prepared and being kept hot.

THIS LOOKS JUST LIKE IT DOES AT HOME! BUT—

HOW ARE YOU EVER GOING TO ORDER YOUR FAVORITE—"A BIG MAC,"™ SANDWICH IN GERMAN?

(I would like _____ !)

_____ !

