How American Fast Food Franchises Expanded Abroad

America is often hailed as a nation of immigrants. But American food franchises, especially fast food, has reversed the flow, and spread throughout the world. **McDonald’s** has tailored its international menu to regional customs. Beer is available at McDonald’s restaurants in France, Belgium, Germany and Austria. In Italy, burgers are available with olive oil, parmesan cheese and the Italian bacon called pancetta. In French-speaking areas of Canada, a gravy-and-cheese-curd variation of French fries called poutine are available. And that classic Australian product Vegemite is used as a spread on bread and their McDonald’s. In countries where religious doctrine restricts or forbids the use of beef, they introduced a Chicken Big Mac and a Fish Mac. This was expanded throughout the Middle East to the "McArabia," which uses flatbread instead of a hamburger bun. In Asian countries, the sauces for Chicken McNuggets are varied to match traditionally East and South Asian sauces. Entirely kosher McDonald’s stores have opened in Israel and Argentina, barbecuing beef patties on charcoal instead of frying them, and fully separating dairy products from the meat, which means no cheeseburgers. However, not all McDonald’s stores in Israel are all-kosher. In officially Muslim nations such as Pakistan and Indonesia, all McDonald’s are certified halal.

**Kentucky Fried Chicken** has far surpassed McDonald’s in one major country, China. KFC spent the early 21st Century expanding tremendously, particularly in the Far East and Middle East, following their initial foray into international expansion in Japan in the 1970s. Following American efforts to rebuild Japan following World War II, Japanese culture adopted many facets of American culture, in particular fast food, including McDonald’s and KFC. While the Chinese has been resistant to other facets of American culture, they, like the Japanese, have thoroughly embraced KFC, perhaps due to chicken being a staple of Chinese food, to a greater extent than beef, which would favor McDonald’s. KFC became so popular in Japan that it became associated with the misfortune of a baseball team there. In 1985, the Hanshin Tigers won the national championship, and a group of celebrating fans found a statue of KFC founder Harland Sanders and, thinking that his chubby, bearded appearance made him resemble their American slugger Randy Bass, took the statue, repeatedly tossed it in the air in imitation of how title-winning players toss and catch their managers in Japan, and finally threw the statue off a bridge and into a canal. The Tigers went into a tailspin and fans began to speak of "the Curse of the Colonel," saying the team would not win another title until the statue was recovered. After several failed attempts, most of it was recovered in 2009, but two pieces, the glasses and the left hand, remain missing. The Tigers have still never won another title.

**Subway** restaurants have also heavily expanded into international markets, moving into Saudi Arabia, rather than Britain or the Far East, as their first target outside North America. They offer kosher restaurants in Israel, nearly every one of their restaurants in Muslim countries is halal, and offer beef-free, pork-free, and vegetarian products in India. While Subway allows its franchisees some liberty in tailoring the menu for their home country, the basic menu is the same all over the world.
McDonald’s around the world

(Red – countries with McDonald’s, Blue – countries without McDonald’s)

Number of McDonald’s outlets of selected countries:

- US: 13,381
- Japan: 3,598
- Canada: 1,400
- Germany: 1,276
- UK: 1,250
- China: 660

Most expensive McDonald’s burger - selected countries (USD)*:

- Norway: 7.18
- Denmark: 5.93
- Iceland: 5.21
- Eurozone: 4.96
- US: 3.57

World’s busiest McDonald’s:

Located on famous Pushkin Square in Moscow, the largest McDonald’s in the world (more than 28,000 sq. ft.) and the busiest (more than 250 million customers to date). The restaurant seats 700 customers and has a 70 foot-long service counter with 27 cash registers.

* Price using the Big Mac Index published by The Economist, an informal way of measuring the purchasing power parity (PPP) between two currencies and provides a test of the extent to which market exchange rates result in goods costing the same in different countries.
Map of when McDonald’s first arrived the country

- Red: 1940 - 1969
- Orange: 1970 - 1974
- Yellow: 1975 - 1979
- Green: 1980 - 1984
- Light green: 1985 - 1989
- Light blue: 1990 - 1994
- Blue: 1995 - 1999
- Light blue: 2000 - present
- Gray: Former
- Light gray: None
Number of McDonald's restaurants worldwide from 2005 to 2014*

This statistic shows the number of McDonald's restaurants worldwide from 2005 to 2014. There were 32,737 McDonald's restaurants worldwide in 2010.
Assignment: The Diffusion of American Fast Food- A McDonald’s Case Study

Now that you have read the introductory article, please begin your travels around the world!

These next few pages have multiple examples of items that can be ordered from the global McDonald’s menu. You should visit a minimum of ten countries. Spread out your travels to all 6 continents where McDonald’s can be found. Additionally, there are more links where you can learn and experience even more. Take some time and explore! Then...

Plot your McDonald’s journey on your world map.
- On the back of the map, write your notes about McDonald’s global menu. Fill in each box of the chart!

EXAMPLE:

**MEXICO - McMolletes**
- Three English muffins, each topped with refried beans, cheese and a little salsa. They are served open-faced.
- They have a link to food eaten in Mexico, but with American elements like English muffins and sliced/processed American cheese.
- I WOULD try these- they seem like something I would like to eat.
- It reminds me of/it seems kind of like...

**DO THIS NINE MORE TIMES! ENJOY YOUR CULINARY JOURNEY!**
Don’t forget to explore the links I provided.
If you find a great link, email it to me and I will share it with the class.
McDonald’s Around the World

If you eat breakfast at a Mexican McDonald’s, you’ll notice one item that has no equivalent on the U.S. menu: molletes, or rather, McMolletes. These are three English muffins, each topped with refried beans, white American cheese and a little salsa. If you fold two of them together and wonder who forgot the top to your other bean McMuffin, you’re missing the point. Molletes are supposed to be open-faced. But traditional molletes, unlike McDonald’s, don’t include English muffins. The bread is traditionally a bolillo, a homemade roll that’s crusty on the outside and soft on the inside, and is better at soaking up sauce than the muffins used in McDonald’s trademarked egg sandwich. In addition, instead of processed American cheese, the cheese is typically a fresher white cheese like Monterey Jack. For the sweet rather than savory types out there, you can also find "dulce" molletes, but so far McDonald’s hasn’t added them to its menu in Mexico or elsewhere.

You could imagine an exotic McDonald’s dessert that capitalizes on the array of fruits in Brazil. They could fill their apple pie crust with coconut, Brazil nuts, guava or passion fruit. But Brazilian (and some Malaysian) McDonald’s instead offer banana pie. We think McDonald’s got it backward. The Brazilian way to serve banana is not to use the fruit as much as the leaves. Across Brazil, people strip the leaves off the plant and steam a meal or dessert inside. Cassava tamales are a popular example, where inside the banana leaf, there’s a dough made of cassava, sugar and Parmesan, as well as a tomato vegetable paste filling. You peel off the leaf after steaming and taste the flavors that have been sealed deliciously inside.

Where else but in Spain will you find so much gazpacho? This summer soup doesn’t cook on the stove but marinates in a chilled bowl. The base starts with olive oil, vinegar, water and bread cubes. The other ingredients vary. In Málaga, the finished gazpacho looks white with garlic, almond and grapes. Elsewhere, it’s red with tomato, onion and green pepper. McDonald’s version comes in a carton and is made by PepsiCo. It’s kind of like buying borscht from Burger King.

Italian flavors infuse even the McNuggets in Italy. At McDonald’s, you can order nuggets stuffed with spinach and Parmesan cheese, a limited promotional item. The dessert menu, too, sounds a little like an Italian bakery’s. You’ll find cake slices dusted with powdered sugar, not frosting, which is an authentic Italian treatment. The cakes are carrot and peach, but also torta della nonna, a Tuscan cheese tart, and torta caprese, a chocolate and nut cake that was born on the island of Capri.

It hasn’t always been easy to find fast food, let alone McDonald’s fare in Italy. Before the world’s then-largest McDonald’s opened by Rome’s famous Spanish Steps in 1986, the culinary country had resisted fast-food chains. In fact, Wendy’s was the first U.S. chain to open its doors in Italy, preceding the golden arches by only three years.

If you’re stopping for street food in Egypt, you’ll find two types of sandwiches. One is shawarma. This sandwich starts with a big hunk of lamb or chicken rotating on a spit. The vendor will shave piles of the meat into your warm pita bread. Another is falafel. The falafel vendor will stuff fried chickpea balls into your pita, then add vegetables and tahini sauce, a sesame seed paste. McDonald’s does its best to imitate, not only in Egypt, but across the Middle East. It serves the McArabia, two chicken or beef patties in pita bread with lettuce, tomato, onion and tahini sauce. We see this more as a transplanted hamburger than shawarma or falafel.

Where’s the beef? You’ll soon notice there are no beef burgers at McDonald’s in India. For Hindus, who make up about 80 percent of Indians, killing cows and eating beef are against religious rules. But in McDonald’s, as in the rest of India, that makes room for plenty
of vegetarian food. You can try the McVeggie -- a rice, bean and vegetable patty that McDonald's treats predictably with breading -- or the McAloo Tikki -- a potato-vegetable burger. In Indian cuisine, vegetables are typically spiced and sauced, wrapped in pancake-like dosas or ground into balls and sauced again, but not really compacted into burgers.

In Singapore, where Chinese, Indian, Thai and Malaysian cooking blend, you can expect a lot of pepper and spice. For its part, Singaporean McDonald's serve Shaka Shaka Chicken. You'll get a breaded, deep-fried chicken patty in a wax-paper bag. You dump spicy powder into the bag, and as you "shaka" it, the spices stick to the patty with the help of the frying oil. If you're too lazy to leave the hotel, you can always order a chicken sandwich online, add some jasmine tea and make it come to you with a McDelivery. The McDonald's bagged chicken was likely inspired by crispy five-spice chicken, a Singaporean Chinese dish. This chicken marinates in soy sauce, rice wine, honey and five spices: cloves, fennel, Sichuan pepper, star anise and cassia (which comes from cinnamon bark). It's rolled in egg and corn flour, then deep-fried. The chicken emerges with a sweet and sticky shell.

But even poultry-loving Singaporeans may order an occasional burger. When McDonald's opened its first restaurant in the country in 1979, the chain broke the record for the highest volume of hamburgers served on one day.

In Malaysia's capital of Kuala Lumpur, breakfast at McDonald's includes the Bubur Ayam McD. In Singapore, it's called Chicken SingaPorridge, so you start to get the picture. You'll get a cup of porridge with bits of chicken, ginger, onion, shallots and chili peppers. Porridge isn't soup, but rather sodden rice. Malaysians buy their version from food carts or hawker centers, where vendors sell just that dish. While the McDonald's adaptation is heavy on the rice, the Malaysian version comes in generous layers, with the soft rice boiled in chicken or seafood broth on the bottom and sauces, chopped vegetables and shredded chicken added on top.

In Hong Kong, it's formally titled the Shrimp Burger. This sandwich features whole shrimp embedded in a pillow of breading, served on a Big Mac roll. It's nearly a continuous piece of bread, except for a sheet of lettuce and some spicy sauce. We don't know why McDonald's mixed shrimp and burger. Its blending of Eastern and Western flavors seems to have worked better on the dessert menu, with the green tea and Oreo McFlurry. If you can abandon the idea of a burger, you might try Japan's own shrimp tempura. These shrimp are encrusted in a light batter and dunk nicely into tempura sauce. But if not, you can always fall back on the Mega Mac (a double Big Mac), which packs 700 calories and 40 grams of fat, and somehow seems distinctly American.

In many countries around the world, breakfast starts with spreading something on toast. For many Americans, it's peanut butter or jelly, but not both. That's lunch. For Europeans, it's often Nutella. And for Australians, it's Vegemite. Vegemite was invented in Australia. Made from the extract left over after yeast make beer, the stuff is salty and the color of shoe polish. At McDonald’s, you can order Vegemite with your English muffin. Oddly enough, Australian Happy Meals don't include Vegemite. Instead, they serve something called the Pasta Zoo. No koalas or kangaroos here, just vegetable and cheese ravioli in the shape of zoo animals, served with a side of "Zoo Goo," made of tomato, fructose, thickener, vegetable powder, animal fat, coloring, preservative, vegetable gum and more. We'll take the Vegemite.

None of this sounds good? Want to travel more/try more? Click of these links!
Websites
37 Global Menu Items:
http://www.chicagotribune.com/business/ct-biz-mcdonalds-food-around-the-world,0,5168632.photogallery

McDonald’s Official Global Site
http://www.aboutmcdonalds.com/mcd/country/map.html

30 Crazy Meals from McDonald’s
http://www.foodnetwork.co.uk/article/crazy-meals-mcdonalds-menus-around-world.html

Cool interactive McDonald’s Map

Strange McDonald’s Menu Items Around the World

McDonald’s Dishes From Around the World

21 Global Menu Items

McDonald’s Meals
http://www.dailymail.co.uk/femail/food/article-2977039/The-strangest-McDonald-s-menus-world-revealed.html

7 Global Happy Meals
http://www.foxnews.com/leisure/2013/08/05/7-unique-mcdonalds-happy-meals-from-around-world/

Videos (For Home Viewing!)
37 International Menu Items
https://www.youtube.com/watch?v=9ORiKlpasOw

Vsauce
https://www.youtube.com/watch?v=fYSj32sqPEw

Chat Shack
https://www.youtube.com/watch?v=4e2Rgw6-Ybg
McDonald’s Around the World
# McDonald’s Around the World

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