

McDonald's® offers New Yorkers any size Premium Roast Blend coffee for only \$1

Written by Special to the Filipino Reporter
Friday, 29 June 2012 21:14

beat-the-heat treats
mga pampalamig sa tag-init

malinamnam na savings inside
MAHIGIT \$25
IN COUPONS

clip tasty savings inside
OVER \$25 IN COUPONS

caramel frappé
cherry berry chiller
McCafe
mango pineapple smoothie

McDonald's
i'm lovin' it®

At participating McDonald's. Limit one offer. ©2012 McDonald's. M 10000

Limited time offer will be promoted through special coupon books in Chinese, Hindi, Korean and Tagalog

McDonald's is offering New Yorkers (and tri-state area residents) any size — small, medium or large — of its best-selling Premium Roast Blend coffee for only \$1, for a limited time.

Made with 100% Arabica beans and freshly brewed every 30 minutes, McDonald's Premium

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Roast Blend is sourced from the rich-coffee bearing soils of Central and South America.

Expertly made by a master-blender trained in the fine art of creating gourmet coffee, customers enjoy over 400 million cups of McDonald's Premium Roast Blend a year.

To help promote its \$1 Any Size Premium Roast Blend Coffee offer to the local Asian-American community, McDonald's will distribute specially-produced coupon books in Chinese, Hindi, Korean and Tagalog to Asian households throughout the New York tri-state area at the end of the month.

Featured coupon deals include Free and Buy One, Get One Free offers on a variety of classic and new McDonald's menu items including Big Mac®, McMuffin®, Real Fruit Smoothie, Cherry Berry Chiller and Spicy Chicken McBites®.

Community centers and non-profit organizations may request additional coupon books by e-mailing McDCouponOffer@gmail.com

“Our \$1 Any Size Premium Roast Blend Coffee offer is just the latest example of McDonald's ongoing dedication to providing high quality food at an incredible value,” said Tony Scari, McDonald's New York Metro Co-op President.

“Additionally, our Asian-language coupon books emphasize our commitment to reaching Asian New Yorkers in unique and exciting ways which are unparalleled in our industry.”

What McDonald's Premium Roast Blend is made of

McDonald's Premium Roast Blend is supplied by Gaviña Gourmet Coffee, a family-owned company that has been in the coffee business for over 130 years as growers, importers and roasters of gourmet coffee.

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Twenty-five years ago, Gaviña was asked to create the perfect coffee blend for McDonald's, and they traveled the globe in search of exactly the right combination of coffee beans.

They found it in the rich coffee-bearing soils of Central and South America, and McDonald's Premium Roast Blend was born.

Coffee has always been the Gaviña family's guiding passion, and when Don Francisco Gaviña left Cuba and established a coffee roasting plant in Southern California, he fulfilled a life-long dream.

His children grew up on the plantation and learned to live and love the coffee business at first hand, and Gaviña remains a family company rooted in traditional values.

His son, Pedro Gaviña, says their motto is, "Everything we do, we should enjoy."

Today, Gaviña's state of the art facility is located in Southern California.

It's dedicated to creating gourmet coffee, innovative new coffee concepts and, through their training program, teaching McDonald's employees the art of brewing great coffee.

Gaviña prides itself on maintaining a green coffee department that's dedicated to sustainability.

As Pedro Gaviña points out, "Coffee is the second-most traded commodity in the world, and the economy of over 50 countries depends on it. It is vital that we look after farmers and look after land, as without sustainability there is absolutely no future."

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McDonald's customers enjoy over 400 million cups of Gaviña coffee a year.

They have grown to be one of the world's foremost gourmet producers who, according to Pedro, "Deliver the best coffee in the world to McDonald's."

About McDonald's New York metro region

McDonald's is the world's best-known brand and is the global leader in food service.

There are more than 600 McDonald's restaurants, owned by 100 franchisees, located throughout the New York, New Jersey and Connecticut tri-state area.

Visit www.mcdonaldsnymetro.com or follow on Twitter @McDNYTriState for more information about other McDonald's area programs.