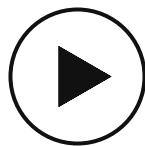


# THE MCDONALD'S STORY



A video based lesson



**Video. Introductory PPTx. Timeline Template.  
Video Listening Sheets.  
Research Template. Discussion Questions  
Writing.**



**Teaching  
Resources**



# MCDONALD'S



Watch a short video about the McDonald's restaurant chain. Fill in the numbers as you watch.

McDonald's is the world's largest fast-food chain. Over \_\_\_\_ million people are served daily. They serve one hamburger every second. That's \_\_\_\_\_ in a day.

The "Golden Arches" are a symbol everyone knows. Just look for them at the side of any highway.

Ronald McDonald is the famous mascot and past representative of McDonald's. The new mascot "Happy" hasn't been received to well.

The Big Mac song became world famous in the \_\_\_\_s. Can you sing it quickly by heart? "I'm loving it." Is the motto of McDonald's. The company is super profitable, so I guess many people do love it.

The first McDonald's opened its doors in \_\_\_\_\_. Brothers Richard and Maurice McDonald started it. In \_\_\_\_\_ McDonald's franchise founder Ray Kroc ate there and loved the idea of speedy service and a simple menu. He bought the restaurant and started the McDonald's chain which rapidly grew across the U.S.A. The original restaurant still exists today in San Bernardino, California.

A hamburger back then cost \_\_\_\_ cents. Today, a Big Mac on average will set you back over \_\_\_\_ dollars. It's not cheap to eat at McDonald's anymore.

The franchise used an assembly line dubbed, "the Speedee Service System". People loved the new "fast food". They especially loved the simple menu and the speedy service.

McDonald's restaurants can be found in over \_\_\_\_ countries. There are over \_\_\_\_\_ outlets! McDonald's pioneered the drive thru. People could purchase food without leaving their car.

The "Big Mac" is the most famous McDonald's food. Over \_\_\_\_ are sold every second!

You can get breakfast at McDonald's. Have you tried an "Egg McMuffin" or a hash brown?

A typical McDonald's meal is a hamburger and fries plus a soft drink.

More and more McDonald's outlets offer a cafe where you can get coffee and something sweet to eat.



Kids can get a "Happy Meal". Many McDonalds have a special play area for kids.

Different countries have different food offerings. For example, in Mexico you can get a McBurrito.

McDonald's food isn't something to eat every day. Even a salad has over \_\_\_\_ calories! Morgan Spurlock tried eating McDonald's food only for a month. He had serious health problems.

People with low paying jobs are said to have "McJobs". It's because McDonald's isn't a high paying job. On average they pay \$\_\_\_\_ an hour. Many have been pushing for a \$\_\_\_\_ per hour minimum wage. However, McDonald's does give many young people a first job and valuable job experience.

What is your favorite food on the McDonald's menu? What do you like about McDonald's? What do you dislike? Write your list and share your thoughts.



Likes



Dislikes

# MCDONALD'S



Watch a short video about the McDonald's restaurant chain. Fill in the numbers as you watch.

McDonald's is the world's largest fast-food chain. Over **69** million people are served daily. They serve one hamburger every second. That's **86,400** in a day.

The "Golden Arches" are a symbol everyone knows. Just look for them at the side of any highway.

Ronald McDonald is the famous mascot and past representative of McDonald's. The new mascot "Happy" hasn't been received to well.

The Big Mac song became world famous in the **80s**. Can you sing it quickly by heart? "I'm loving it." Is the motto of McDonald's. The company is super profitable, so I guess many people do love it.

The first McDonald's opened its doors in **1940**. Brothers Richard and Maurice McDonald started it. In **1955** McDonald's franchise founder Ray Kroc ate there and loved the idea of speedy service and a simple menu. He bought the restaurant and started the McDonald's chain which rapidly grew across the U.S.A. The original restaurant still exists today in San Bernardino, California.

A hamburger back then cost **15** cents. Today, a Big Mac on average will set you back over **5** dollars. It's not cheap to eat at McDonald's anymore.

The franchise used an assembly line dubbed, "the Speedee Service System". People loved the new "fast food". They especially loved the simple menu and the speedy service.

McDonald's restaurants can be found in over **100** countries. There are over **37,000** outlets! McDonald's pioneered the drive thru. People could purchase food without leaving their car.

The "Big Mac" is the most famous McDonald's food. Over **75** are sold every second!

You can get breakfast at McDonald's. Have you tried an "Egg McMuffin" or a hash brown?

A typical McDonald's meal is a hamburger and fries plus a soft drink.

More and more McDonald's outlets offer a cafe where you can get coffee and something sweet to eat.



Kids can get a "Happy Meal". Many McDonalds have a special play area for kids.

Different countries have different food offerings. For example, in Mexico you can get a McBurrito.

McDonald's food isn't something to eat every day. Even a salad has over **300** calories! Morgan Spurlock tried eating McDonald's food only for a month. He had serious health problems.

People with low paying jobs are said to have "McJobs". It's because McDonald's isn't a high paying job. On average they pay **\$8.50** an hour. Many have been pushing for a **\$15** per hour minimum wage. However, McDonald's does give many young people a first job and valuable job experience.

What is your favorite food on the McDonald's menu? What do you like about McDonald's? What do you dislike? Write your list and share your thoughts.



Likes



Dislikes

# McDONALD'S



- When was the last time you ate at McDonald's?
- How often do you eat at McDonald's?
- What is your favorite food at McDonald's?
- What McDonald's food DON'T you like?
- Why is McDonald's so popular in so many countries?
- Would you like to work at McDonald's? Why? / Why not?
- Would you like to own McDonald's? Why? / Why not?
- Can you think of eight different McDonald's food?
- Are you going to eat at McDonald's next week?
- Is McDonald's better than Burger King? Why? / Why not?
- When do you think the first McDonald's restaurant opened?
- What are McDonald's "kid's meals"? Are they a good idea?
- How old were you when you first ate at McDonald's?
- How could McDonald's be better? How could you improve it?
- Does McDonald's serve any healthy food? If 'yes', what?
- How will McDonald's be different 100 years in the future?

Can you say the Big Mac chant - very fast? How fast?  
Can you say it without reading the words?



**Two all beef patties  
special sauce lettuce cheese pickles  
onions on a sesame seed bun**

Big Mac



---

Can you say the Big Mac chant - very fast? How fast?  
Can you say it without reading the words?



**Two all beef patties  
special sauce lettuce cheese pickles  
onions on a sesame seed bun**

Big Mac



The brand is \_\_\_\_\_

LOGO

Headquarters: \_\_\_\_\_



Products: \_\_\_\_\_

Established: \_\_\_\_\_

Founder: \_\_\_\_\_

Motto: \_\_\_\_\_

Turnover USD: \_\_\_\_\_

# of Employees: \_\_\_\_\_

Brand identity (adjectives): \_\_\_\_\_

Keys to the brand's success: \_\_\_\_\_

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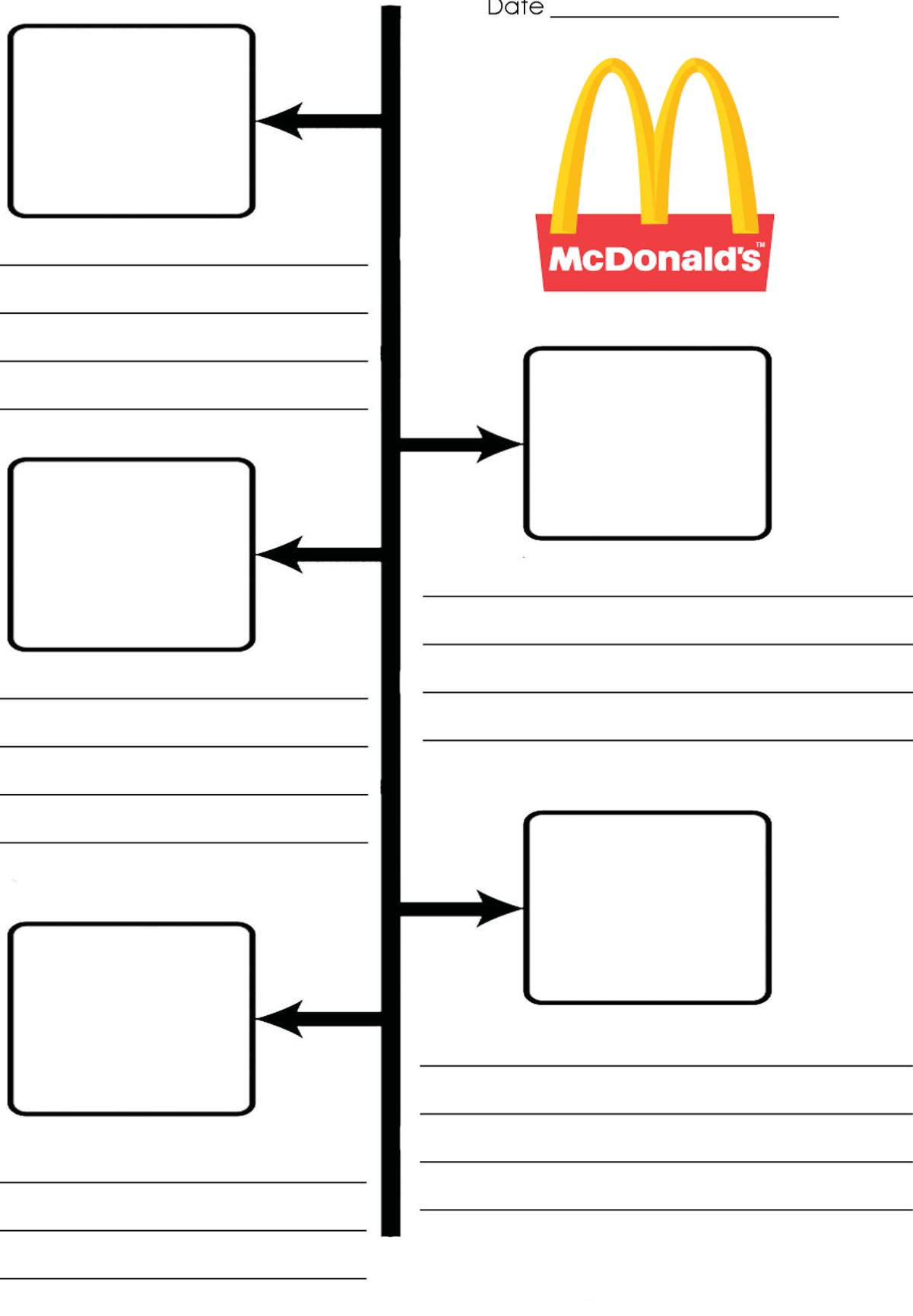
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#### SWOT Analysis

<b>Strengths</b>	
<b>Opportunities</b>	<b>Threats</b>

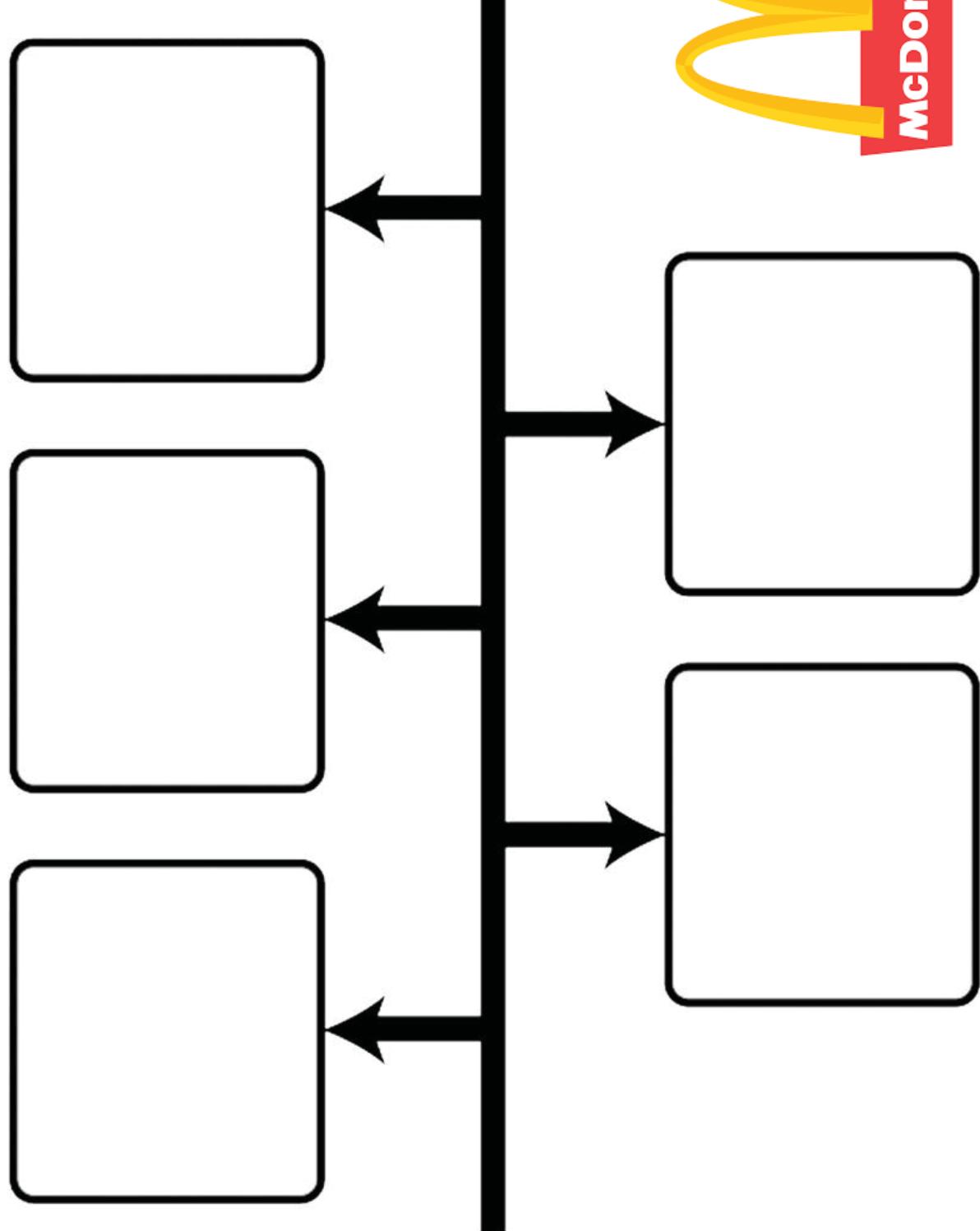
Name \_\_\_\_\_

Date \_\_\_\_\_



Name \_\_\_\_\_

Timeline About: \_\_\_\_\_



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