



McDonald's Joins Beyond Meat

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Mcdonalds responds to impossible Whopper

- Burger king has had much success with Plant based impossible whopper boosted burger king traffic by %18, and McDonald's responds
- On September 30th Mcdonalds introduces P.L.T burger (Plant Lettuce Tomatoe) to menu
- 28 southwestern ontario Mcdonalds resteraunt chains

Beyond Meat

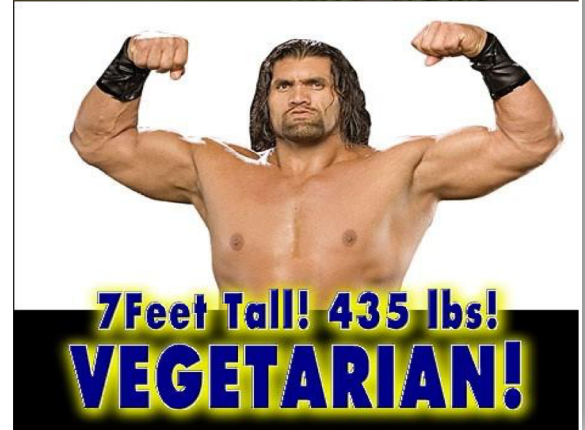
1. A plant based alternative for burger meat
2. Countless blind taste studies consumers did not notice a difference in taste
3. Environmentally friendly the reduction in meat reduces methane gas production emitted from cattle
4. Adds new market vegan and vegetarian along with conventional meat consumers
5. Already had much success in burger king restraurants and supermarkets nation wide



McDonald's Target

Appeal to:

- Vegetarian customers.
- Customers who are environmentally conscious.
- Or customers who simply aim to eat healthier.



SWOT Analysis

Strength:

- Popular brand
- Large number of branches

Weakness:

- Previous public image as unhealthy
- Taste change

Opportunities:

- Make the public image better
- New customer group

Threats:

- Other burger chains entering the plant based market
- unknown health consequences from new source of food



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