

Source	Source Credibility
<p>Newbie23  (<a href="http://myfoodiegoodie.blogspot.com">http://myfoodiegoodie.blogspot.com</a>)  Via Radian6</p>	<p>This source is not credible, even though the blogger has 29 published stories, there are 0 comments.</p>
<p>Phil Villarreal  (<a href="http://consumerist.com/2010/01/my-girlfriend-got-a-raw-deal-at-mcdonalds.html">http://consumerist.com/2010/01/my-girlfriend-got-a-raw-deal-at-mcdonalds.html</a>)  Via Radian6</p>	<p>This source is very credible due to the fact, they currently have 180 comments that totals over 50 pages.</p>
<p>Swansontom  (<a href="http://digg.com/odd_stuff/Woman_Sues_McDonald_s_again#c30940817">http://digg.com/odd_stuff/Woman_Sues_McDonald_s_again#c30940817</a>)  Via Radian6</p>	<p>This source has the potential to be credible. The post does not have much length to it, however, it has 485 diggs.</p>
<p>Chad  <a href="http://fastfood.freedomblogging.com/2010/02/04/socal-mcdonalds-offering-extra-value-menu-1-deal-perks/49409/#comment-62357">http://fastfood.freedomblogging.com/2010/02/04/socal-mcdonalds-offering-extra-value-menu-1-deal-perks/49409/#comment-62357</a>  Via Radian6</p>	<p>This source provides his thoughts on a post that speaks on material I feel he has some knowlede about. He has little credibility.</p>
<p>Nancy Luna  <a href="http://fastfood.freedomblogging.com/2010/02/04/socal-mcdonalds-offering-extra-value-menu-1-deal-perks/49409/#comment-62357">http://fastfood.freedomblogging.com/2010/02/04/socal-mcdonalds-offering-extra-value-menu-1-deal-perks/49409/#comment-62357</a>  Via Radian6</p>	<p>Nancy is a credible staff writer and has 70+ comments on he post.</p>

<p>Mae Amderson  <a href="http://www.cantonrep.com/news/business/x1919584958/McDonald-sales-figure-rises-2-6-percent-in-Jan">http://www.cantonrep.com/news/business/x1919584958/McDonald-sales-figure-rises-2-6-percent-in-Jan</a>  Via Radian6</p>	<p>This source is credible due to the fact that it is an Associated Press' writers post.</p>
<p>Erin McGrath  <a href="http://www2.nelsoncountytimes.com/nco/news/other/article/grease_fire_closes_mcdonalds_in_lovingston/23940/">http://www2.nelsoncountytimes.com/nco/news/other/article/grease_fire_closes_mcdonalds_in_lovingston/23940/</a>  Via Radian6</p>	<p>This particular post was by a news reporter from The Nelson County Times</p>
<p>Bethany Jean Clement  <a href="http://slog.thestranger.com/slog/archives/2010/02/09/mcick-mcdonalds-introduces-the-mcitaly-burger">http://slog.thestranger.com/slog/archives/2010/02/09/mcick-mcdonalds-introduces-the-mcitaly-burger</a>  Via Radian6</p>	<p>Bethany has average credibility, she has 15 total comments on this post.</p>

<p>Jason Mays  <a href="http://www2.nbc4i.com/cmh/news/crime/article/Man_52_Fatally_Shot_In_McDonalds_Parking_Lot/30120/">http://www2.nbc4i.com/cmh/news/crime/article/Man_52_Fatally_Shot_In_McDonalds_Parking_Lot/30120/</a>  Via Radian6</p>	<p>Jason has great coverage in this area and works for NBC. His credentials are higher than some, but lower than most.</p>
<p>Associated Press  <a href="http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2010/01/12/national/a152853S96.DTL&amp;feed=rss.business">http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2010/01/12/national/a152853S96.DTL&amp;feed=rss.business</a>  Via Radian6</p>	<p>The Associated Press has an obvious name and foundation for itself and is very credible.</p>
<p>James Causey  <a href="http://www.jsonline.com/blogs/news/83263182.html">http://www.jsonline.com/blogs/news/83263182.html</a>  Via Radian6</p>	<p>James has 49 comments since Feb 1, 2010 and works for the JS Online. I would say he is credible enough to stir a buzz, but not sway decisions.</p>
<p>Joe Lamb  <a href="http://www.kansascity.com/news/breaking_news/story/1696963.html">http://www.kansascity.com/news/breaking_news/story/1696963.html</a>  Via Radian6</p>	<p>Joe write for KansasCity.com and had 35 responses to his post. This is less credibility than James Causey.</p>

<p>Associate Press <a href="http://www.usatoday.com/money/advertising/2010-01-28-lebron-james-mcdonalds_N.htm?csp=34sports&amp;utm_source=feedburner&amp;utm_medium=feed&amp;utm_campaign=Feed%3A+UsatodaycomSports-TopStories+%28Sports+-+Top+Stories%29">http://www.usatoday.com/money/advertising/2010-01-28-lebron-james-mcdonalds_N.htm?csp=34sports&amp;utm_source=feedburner&amp;utm_medium=feed&amp;utm_campaign=Feed%3A+UsatodaycomSports-TopStories+%28Sports+-+Top+Stories%29</a> Via Radian6</p>	<p>Associated Press has a great amount of credibility here. 28 Comments and 5 recommendations</p>
<p>Ashley Campbell <a href="http://www.nbcaugusta.com/news/local/82549592.html">http://www.nbcaugusta.com/news/local/82549592.html</a> Via Radian6</p>	<p>Ashley has only 28 comments on this post, however, considering the Augusta, Georgia market, I feel she is somewhat credible</p>

<p>Brendan Kiley  <a href="http://slog.thestranger.com/slog/archives/2010/01/27/mcdonalds-hates-the-special-olympics">http://slog.thestranger.com/slog/archives/2010/01/27/mcdonalds-hates-the-special-olympics</a>  Via Radian6</p>	<p>Brendan has 27 comments on the Slog site post. I do not want to make him as a credible source only because of the site that he uses. It isn't headlining any other main topics in the news.</p>
<p>Alexander Eule  <a href="http://online.barrons.com/article/SB126391444874431363.html?mod=rs_s_barrons_most_emailed_day">http://online.barrons.com/article/SB126391444874431363.html?mod=rs_s_barrons_most_emailed_day</a>  Via Radian6</p>	<p>Alex only has one comment is is not credible</p>
<p>The Huffington Post  <a href="http://www.huffingtonpost.com/2010/01/15/free-mcdonalds-wifi-start_n_424425.html">http://www.huffingtonpost.com/2010/01/15/free-mcdonalds-wifi-start_n_424425.html</a>  Via Radian6</p>	<p>The Huffington Post is a credible newspaper and has 15 comments on this particular posting.</p>
<p>James Hart  <a href="http://blogs.kansascity.com/crime_scene/2010/01/suspect-charged-in-mcdonalds-freakout.html">http://blogs.kansascity.com/crime_scene/2010/01/suspect-charged-in-mcdonalds-freakout.html</a>  Via Radian6</p>	<p>James writes for Kansascity.com and has about 40+ comments for this post. Based on the company he is somewhat credible</p>
<p>Fatlosfordummie  <a href="http://twitter.com/fatlos4dummies/statuses/8888818244">http://twitter.com/fatlos4dummies/statuses/8888818244</a>  Via Radian6</p>	<p>This person seems to e credible due to the fact they have over 1,000 followers</p>

<p>WoolyBurger fro mWordpress  <a href="http://whereyat.wordpress.com/2010/02/10/diners-drive-ins-and-dives/">http://whereyat.wordpress.com/2010/02/10/diners-drive-ins-and-dives/</a>  Via Radian6</p>	<p>This person has no comments, therefore, I do not find the very credible</p>
<p>News on Japan  <a href="http://newsonjapan.com/html/newsdesk/article/79610.php">http://newsonjapan.com/html/newsdesk/article/79610.php</a>  Via Radian6</p>	<p>This website has no comments nor is it popular amongst other bloggers. No credibility</p>
<p>BlodDiva  <a href="http://twitter.com/blogdiva/statuses/8880987266">http://twitter.com/blogdiva/statuses/8880987266</a>  Via Radin6</p>	<p>This source has the potential to be credible. She has over 9,000 followers.</p>

<p>Jamar Cobb <a href="http://smallerindiana.com/profiles/blogs/how-a-love-affair-with">http://smallerindiana.com/profiles/blogs/how-a-love-affair-with</a> Via Radian6</p>	<p>Jamarr has presented this info well and has a nice blog site, however noone reads it nor comments.</p>
<p>Ken Hively <a href="http://www.automotive-magazine.com/2010/02/09/pushed-by-international-sales-mcdonald%E2%80%99s-and-coca-cola-post-upbeat-numbers/">http://www.automotive-magazine.com/2010/02/09/pushed-by-international-sales-mcdonald%E2%80%99s-and-coca-cola-post-upbeat-numbers/</a> Via Radian6</p>	<p>Ken works for the LA Times, but had no comments on his psot. He may have some sort of credibility.</p>

<p>Crew Newshire  <a href="http://drstockpick.crwenewswire.com/?p=13024">http://drstockpick.crwenewswire.com/?p=13024</a>  Via Radian6</p>	<p>Crew Newshire is not credible and obviously gets no traffic.</p>
<p>Ctownn  <a href="http://twitter.com/CTOWNNN/statuses/8888717732">http://twitter.com/CTOWNNN/statuses/8888717732</a>  Via Radian6</p>	<p>This person has 531 followers and can be used as a credible source</p>
<p>Mike Hchua  <a href="http://twitter.com/mikeHchua/statuses/8882013776">http://twitter.com/mikeHchua/statuses/8882013776</a>  Via Radian6</p>	<p>Mike only has 114 followers and that is kind of low at this point in social media. He is not credible</p>
<p>EdgeTulsa  <a href="http://twitter.com/edgetulsa/statuses/8881896227">http://twitter.com/edgetulsa/statuses/8881896227</a>  Via Radian6</p>	<p>This person has 1281 followers and can be credible.</p>
<p>Scott84  <a href="http://www.reddit.com/r/canada/comments/azhjs/tim_hortons_bans_complaining_customer_for_life/c0kasg5">http://www.reddit.com/r/canada/comments/azhjs/tim_hortons_bans_complaining_customer_for_life/c0kasg5</a>  Via Radian6</p>	<p>Scott has no postings of replies or comments and cannot be used as a credible source</p>
<p>Jae Willz  <a href="http://twitter.com/JaeWillz/statuses/8888190155">http://twitter.com/JaeWillz/statuses/8888190155</a>  Via Radian6</p>	<p>Jae Willz has 800+followers and can be credible</p>



Date/Time	
February 5, 2010	5:49AM
January 19, 2010	10:39AM
February 8, 2010	4:36PM
February 9, 2010	10:25AM
February 4, 2010	1:41PM

February 9, 2010 5:39PM

9-Feb-10

February 9, 2010 2:16PM

January 17, 2010 3:58PM

January 12, 2010 6:32PM

1-Feb-10

January 20, 2010 5:35PM

28-Jan-10

January 24, 2010 11:57AM

January 24, 2010 1:146PM

January 19, 2010 5:07PM

January 15, 2010 8:12AM

1/12/2010 9:15:00AM

February 10, 2010 12:02AM

February 9, 2010 10:40PM

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February 9, 2010, 8:58PM

February 10, 2010 12:28AM

February 9,2010 11:43PM



## Comments

Agh! it's Friday again! the usual day that I get lazy doing my tasks. Thankfully my officemate asked me to accompany her downstairs to buy food at McDonalds, specifically at McDonald's McCafe. Just to kill some time, I accompanied her and thought of buying some for myself.

Kain says he and his girlfriend went to an Illinois McDonald's and were served a raw double quarter pounder with cheese. They snapped this photo with a cell phone camera. He writes: I am quite mad at the [redacted] IL Mcdonalds. We go there quite a bit because my girlfriend is rather addicted to their food. Tonight we went in and she orders a double quarter pounder with cheese meal (large sized). We got home and we were talking and eating and she looks down and gags a little and said "Oh my god, Kain look at this, its raw." sure enough I look over there and the burger is totally raw in the middle. What really worries me is that it wasn't just one of the patties but BOTH of them that were raw. I wonder how many other people have gotten a raw burger there? I at least have

When people decry lawyers and frivolous lawsuits, the first thing they point to is the 1994 "hot coffee being spilled on an old lady's lap" suit that ended up settling for about \$600,000. But people continue to be incompetent, so finally, we can relive the excitement: An Oregon woman is suing McDonald's for the exact same thing.

Being underemployed means looking at the double cheeseburger (still an incredible deal) as nourishment instead of a big mac value meal (all the profit is in the soda, btw). By pairing the cheap burger with a \$1.20 soda (which is 99% profit btw) and some fries (about \$0.60, theres very little profit here) McDonalds is hoping to recoup some of their profit margins on the \$1.20 burger, raising their average profit margin. You're better off getting a burger, fries and a (free) water for \$2.20 or so.

I'm not sure if you've noticed, but **McDonald's** restaurants in Southern California are giving fast-food eaters more value menu perks, including an expanded Dollar Menu and discounts on combo meals. After spotting the "Extraordinary Value Menu" recently, I confirmed with local McDonald's representatives that Southern California residents are being treated to more value deals compared to other regions.

Here's what to look out for: Extraordinary Value Menu: The new menu allows diners to choose the Big Mac Snack Wrap or chicken Snack Wrap for \$1.49, Big N' Tasty burger for \$1.79, the Double Cheeseburger for \$1.19, a 20-piece Chicken McNuggets meal for \$4.99, Baked Hot Apple Pie for 50 cents, an ice cream cone for 69 cents and small fries for \$1.19. The savings on each item listed above varies because restaurant operators might have previously sold the food items at a different price. But the key difference now: all operators are offering the same uniform price for these foods under the

NEW YORK — McDonald's Inc., the world's largest fast-food chain, said Tuesday a key sales comparison rose 2.6 percent in January, as strong overseas sales more than offset a decline in the U.S.

McDonald's has generally fared well in the recession as customers turned to it for cheap meals, but it has started to feel the pinch more acutely in recent months as consumers have contended with unemployment that's still high.

It has still outperformed most of its competitors, who've increasingly been pushing value menus and discounts of their own.

Sales in stores open at least 13 months fell 0.7 percent in the U.S. and rose 4.3 percent in Europe, Asia/Pacific, Middle East and Africa.

The figure is considered a key indicator of a restaurant chain's health because it excludes the effects of new restaurants and restaurant closings.

Total sales rose 9.1 percent, including an 0.1 percent decline in the U.S. — which makes up about 35 percent of total sales — a 6.7 percent rise in Europe and a 7.2 percent increase in the rest of the world.

"The U.S. continues to be impacted by unemployment and aggressive discounting across the industry, but the results outside the U.S. were encouraging," Morningstar analyst R.J. Hottovy said.

~~McDonald's said in the U.S. its breakfast Dollar Menu and portable Mac Snack Wraps were popular.~~

A grease fire has shut down the McDonald's at the intersection of Callohill Drive and U.S. 29 in Lovington today for an indefinite amount of time, authorities said.

The fire began around 11:40 a.m., Nelson County Emergency Services Coordinator Ray Uttaro said, when an electrical fire in the control panel of grease fryers in the McDonald's restaurant caused the grease to set on fire.

No serious injuries occurred, Uttaro said, but two employees were treated for smoke inhalation at the scene and released.

The building that houses the restaurant is also home to Liberty Gas Station, which was not damaged during the fire and reopened later this afternoon.

Uttaro said the McDonald's portion of the building sustained "extensive smoke and water damage."

"There was damage to the structure itself on the McDonald's side," he said. "A lot of clean up, a lot of replacement will have to happen and a lot of food that will have to be disposed of."

The Mcltaly is made with all-Italian ingredients and recommended by the Italian government, and everybody's mad (especially, and very understandably, the Slow Food people).

Now, courtesy of the Daily Telegraph, the definitive review:

Rachel Diacono, 17, on holiday from England, told Reuters she wished she'd gone for a pizza instead. "I love trying out different McDonald's in every country I go to—France is great—but here it's like they couldn't be bothered to make the effort. They should have put mozzarella and sun-dried tomatoes in

Columbus police and fire departments were called to the corner of East Livingston Avenue and South James Road on a report of a shooting at about 2:45 p.m.

Emergency crews found 52-year-old Jere Ketcham with a gunshot wound to the neck. Homicide detectives told NBC 4's Photojournalist Rick Reitzel that Ketcham had just exited the COTA bus and was walking across the parking lot of the McDonalds near Kelner Road and East Livingston Avenue when four black males exited the McDonald's restaurant and shot the man at least once.

The suspects fled the scene.

The man ran into the restaurant where one of the patrons administered CPR. The first responding CPD officer also assisted in the effort.

Ketcham was taken to Grant Medical Center where he was pronounced dead.

No arrests were made.

~~Homicide detectives continued to investigate the fatal shooting and two persons of interest~~

A woman has been charged with trashing a McDonald's restaurant in Missouri because she was unhappy with her cheeseburger. Police said they received many tips after releasing video of the Dec. 27 incident.

Read more: [http://www.sfgate.com/cgi-](http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2010/01/12/national/a152853S96.DTL&feed=rss.business#ixzz0f6ZcmhXx)

[bin/article.cgi?f=/n/a/2010/01/12/national/a152853S96.DTL&feed=rss.business#ixzz0f6ZcmhXx](http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2010/01/12/national/a152853S96.DTL&feed=rss.business#ixzz0f6ZcmhXx)

In the video, which has been viewed hundreds of thousands of times online, a customer is seen throwing a sign and a water dispenser over a counter and pushing three cash registers to the floor.

Childhood obesity is on the rise, in some communities reaching critical levels. Just a simple observation this weekend proved to me that childhood obesity is a problem here as well.

At Midtown's Walmart Saturday afternoon, there were at least nine overweight kids in McDonald's kiosks. On Sunday at BW3's there were more than two dozen young people who easily could have been classified as overweight and at least a dozen others who were borderline.

The statistics are grim: one-third of young people in the U.S. are overweight or obese, and one-third will suffer from diabetes at some point in their lives. In black and Latino communities those numbers are close to 50%. Addressing this issue early on by teaching young people healthy eating habits along with the value of exercise can not only make them healthier adults, but let's face it can save their lives. Young people today are stricken with diseases that were once only for people much older: diet-related diseases like asthma, hypertension and certain cancers are slowly adding to the national health care burden.

~~First Lady Michelle Obama said medical experts are predicting that this generation is on track to have a~~

Shawnee police and tracking dogs are investigating a robbery this afternoon at a McDonald's restaurant.

Two men dressed in black robbed a McDonald's in the 10000 block of West 75th Street about 4:45 this afternoon, police said.

One of the men displayed a gun and both left on foot, police said. A tracking dog was looking for them

CLEVELAND (AP) — LeBron James is now shooting with a Golden Arch.

The NBA superstar has agreed to a multiyear partnership with McDonald's Corp., adding the global fast-food giant to a list of heavyweight corporate sponsors that already included Nike, Coca-Cola and State Farm.

Financial terms were not immediately known, but the deal certainly will add to James' substantial net worth. Last year, Forbes Magazine estimated the 25-year-old made more than \$40 million in salary and endorsements. He is currently ranked behind only Tiger Woods on the Bloomberg BusinessWeek list of America's most powerful athletes.

James will support several McDonald's programs and promotions as well as Ronald McDonald House Charities, which provides housing to the families of seriously ill children.

He has filmed his first commercial with McDonald's, a take-off on the infamous 1993 ad that featured hoops legends Michael Jordan (FSY) and Larry Bird engaging in a trick-shot competition for a Big Mac. The new spot will debut during the Super Bowl on Feb. 7. James, a six-time All-Star with the Cleveland Cavaliers and reigning league MVP, is thrilled with his newest business partner.

"McDonald's and I make a great team," he said. "We share many of the same core values, including a commitment to excellence and giving back to the community. I am also excited about the opportunity to work with Ronald McDonald House Charities, which helps improve the lives of so many children and their families around the world."

Beyond his involvement in charity work with the company, James will be part of TV, print and online advertising campaigns for McDonald's, which operates more than 31,000 restaurants in 119 countries. Maverick Carter, James' business partner and CEO of LRMR Marketing, called the pairing of James and McDonald's a "a perfect fit."

"McDonald's is one of the best known and most recognizable brands in the world," Carter said. "LeBron couldn't ask for a better partner and for him to be involved with such a company says a lot about where he is in his career."

AUGUSTA, Ga. - A man is dead after being shot several times at an Augusta McDonald's.

Richmond County investigators tell NBC Augusta 26 News they responded to the McDonald's at 2624 Deans Bridge Road around 2:30 a.m.

That's when they learned Sergio Campbell had been shot several times and taken to MCG Health's Emergency Room by friends.

He was pronounced dead on arrival.

This investigation is still ongoing and we will bring you more information as it comes into our newsroom.

This is Richmond County's 2nd murder of the year.

So a nice Chicago teenager named Lauren McClusky coordinates a music festival—starring high school and college bands—every year to raise money for the Special Olympics. It's called McFest, because it's McClusky's. But after she went to register the name with the U.S. Patent and Trademark Office in 2008, McDonald's Corp. filed a challenge. In its petition last August, it claimed her use of the McFest name would be linked to the chain, which has already registered a "Mc" family of trademarked words including Mc\$ave, McButton, McRule, McFree and plain old Mc. "If we don't find an amicable resolution to it soon, the case will go to trial, and that would be costly for both sides. The discovery process itself could cost thousands of dollars," Hinshaw said.

That's money that could be going to the Special Olympics, McClusky said. This is a tough one. McDonald's should obviously give up—even if they win (especially if they win), they'll lose so much business and goodwill because of sensational headlines like the one above, they'll wish they'd never heard of McClusky

FAST FOD HAS BEEN stuck in the slow lane for the last year.

Shares of McDonald's (ticker: MCD) are up just 3.6% over the last 12 months, while Burger King Holdings (BKC) has fallen 16%. In contrast, the Standard & Poor's 500 index jumped 35% over the same period.

However, Credit Suisse thinks McDonald's could start cooking in short-order though the brokerage firm is less enthusiastic about Burger King. We agree and favor the bigger, high-quality name.

Get free WiFi at McDonald's restaurants starting today!

The fast food chain, which has been charging customers \$2.95 for two hours of internet access, will begin offering free WiFi, without a time limit, to customers around the country.

WiFi access will be available at 11,500 of its 14,000 locations in the U.S., and is reportedly part of an effort by the restaurant to broaden its appeal.

Find out where WiFi access will be available at McDonald's Wireless Connectivity or on McDonald's site

KMBC had an interview with McMullen at 10. She apologized to other customers who saw the freakout, especially ones with little kids. She says that she was under extreme provocation from staff, though. And she said that one video clip is not a good representation of what she's really like most of the time, which is probably true for most people. Alesha McMullen faces one charge of first-degree property damage. In court records, police say they found her hiding in the back of a closet

Japan's healthy eating, with a side of McDonald's fries <http://bit.ly/9rVdt5>

I like good food, but I find that good food is not always found in the fanciest restaurants at the highest prices. And New Orleans is the poster child for fine eating at inexpensive, out-of-the way places. I discovered this year's ago, when we ventured to Austin Leslie's Chez Helene. Unpretentious food in a plain setting at a reasonable price. To this day, a memorable dining experience.

New Orleans has it's share of celebrity chefs, trendy venues, and tradition-bound restaurants where patrons pay others to wait in line for them. But those are not the places I frequent.

No, I'm not talking McDonald's or Subway, but locally owned places, with well-prepared, traditional food. The places where you'll sit next to a group of elevator repairmen. Where they might offer you a draft beer if you've waited in line too long. Places where you consider it lax service if the waitress fails to call you "baby" at least three times.

I do not consider myself an expert; I'd have to visit New Orleans more than once a year, which would be just fine with me, by the way. But over the past five years, I have acquired a list of places that I return to again and again. And they are:

McDonald's Corp. is closing 430 restaurants in Japan, the latest sign of the faltering economy in the Asian country. A 50% owned affiliate will shutter the locations over the next 12 to 18 months in conjunction with the strategic review of the company's real estate portfolio. The world's largest restaurant chain plans to take charges of \$40 million to \$50 million in the first half of the year.

an has that many McD's? RT @cringetalk: McDonald's to close 430 restaurants in Japan. <http://bit.ly/c41>

I love McDonald's, and when I say I love it, I mean I loooooove McDonald's. My favorite weekend meal is a sausage and egg McMuffin with cheese, 2 hash browns, and an orange juice. Yummmmm! After Jenna and I snag this meal around 8am at the Sunnyside Road McDonald's, we usually get a Redbox movie, eat our food in bed, and then pass out from the grease!

During a recent drive by McDonald's, I noticed that they are selling all sizes and variety of their drinks for \$1. My business leadership brain immediately began to examine the 'why' behind their marketing tactics.

After drilling past a few of the more obvious 'whys', I came to the conclusion that McDonald's is competing with and is marketing to basic human needs. Follow me for a moment...

A business goes through 5 distinct stages within its growth:

1. Startup and initial success
2. Unique selling proposition development
3. Internal systems development
4. System duplication and proliferation through generations of employees or franchising
5. Market-wide leadership

McDonald's has reached the market-wide leadership stage, and at this stage the competition is no longer Burger King, Wendy's, and Taco Bell; the competition is a restaurant's ability to repeatedly solve basic human needs. McDonald's is competing for every bit of consumption that a human being takes part in. At 6am, someone could go to McDonald's for coffee, and at 9am they may stop back for breakfast. At 11 or 12 someone could go to McDonald's for lunch, and then stop by around 3pm for that \$1 drink. 6pm means it's time for the Big Mac meal for dinner, followed by a late evening snack or dessert at 9p. McDonald's competes with consumption. Where else could you find a convenient, fast, and inexpensive meal that fits every part of your day?

I assert that McDonald's \$1 sodas aren't pitched so that you won't go to Burger King, but they're pitched so you won't go to the convenience store, grocery store, or vending machine for your mid-day drink. McDonald's is competing for every consumption dollar that you spend. While they do that, they may not only sell you a product with 100% margin, but when you see the fries on the way through the

Two of the world's largest food and beverage companies – McDonald's Corp. and the Coca-Cola Co. – said Tuesday that they have countries other than the U.S. to thank for their recent strong performance. McDonald's, the fast-food industry's leader, said sales in stores open at least 13 months jumped 2.6% in January, pushed along by 4.3% leaps in Europe and the Asia/Pacific, Middle East and Africa regions. Though the company still outpaced its competition in the U.S., McDonald's said, sales in this country fell 0.7%. But additions such as the breakfast Dollar Menu, the Mac Snack Wrap and free Wi-Fi helped bolster the numbers.

Including the effects of new restaurants opening and locations closing, total sales across the company increased 9.1%. The U.S. saw a 0.1% decline, while sales soared 6.7% in Europe and 7.2% in the rest of the world.

The numbers were stronger in France and Britain than they were in Germany, while Chinese New Year led to weaker sales in China than in Japan and Australia. The company expects tax impairment charges between \$40 million and \$50 million, mostly in the first half of the year, due to plans to close 430 restaurants in Japan.

McDonald's, based in Oak Brook, Ill., has more than 32,000 restaurants in more than 100 countries.

Ronald McDonald isn't clowning around when it comes to international sales. On Tuesday, McDonald's Corp. posted its January sales, showing a 2.6 percent increase for restaurants open at least 13 months. Still, a sluggish performance in the United States was overshadowed by international sales.

Same-store sales in the closely watched U.S. region fell 0.7 percent, while those in Europe and in the Asia/Pacific, Middle East and Africa region both rose 4.3 percent.

Bad weather kept more people from eating out last month in the U.S., according to McDonald's CEO Jim Skinner, who noted that U.S. same-store sales would be flat to slightly down. He explained that during bad weather days, revenue is hurt by about 3 percent per day.

Skinner also said that despite the weather-affected January lull, the December increase in U.S. same-

@fofo13 schweet. Love that Mexi @mcdonalds

http://pic.com/xsmiz - I love McDonald's breakfast sandwiches, plates, and hash browns! I especially love the

who came out to local Tulsa area McDonald's for the "Day Of Love" - long lines for the cheeseburgers and

Ah, I'm just yanking your chain. Obviously this is purely a matter of taste. People should drink whichever coffee they prefer. (Personally, I'm of the view that McDonald's actually has the best cup of coffee for your money.) That said, there is a pretty solid [consensus amongst coffee snobs](<http://nymag.com/restaurants/features/45563/>) that Starbucks overroasts, [largely to ensure a consistent taste](<http://foodgeeking.com/node/4>).

BEST MCDONALDS COMMERCIAL SINCE JORDAN AND BIRD <http://bit.ly/97Zxbm>













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em Sausage McMuff

| hamburgers!