

## McDonald's Testimonial



Achmed Baådoud (Alderman of Nieuw-West), Debby de Wagenaar (Director Corporate Communication at McDonald's), Cees van der Veldt (franchisee).

## McDonald's chooses top location with potential

You want a base with growth potential, you need customers, and most importantly, as a McDonald's restaurant with McDrive, you must be easily accessible. "With our ambition to open several new branches this year and create 1,200 new jobs, Business Park Amsterdam Osdorp was ideal. This location has everything to be a success", says Debby de Wagenaar, director of Corporate Communication, McDonald's Nederland.

"Once we'd decided on this place, we had several meetings with developer SADC. We discussed and finally agreed on the desired image of the restaurant and now it's there. Up and running. For the first time in the Netherlands, the LIM Extreme interior design concept has been used in a McDrive restaurant. A friendly, urban feel and comfortable seating. With a surface area of around 500 m<sup>2</sup> and 170 seats, this is clearly a McDonald's and yet different."

### Strategically smart

"We are constantly looking for interesting locations in the Netherlands. The Randstad conurbation is one of these. This business park is in a very strategic position: on the edge of a big city, close to Amsterdam Airport Schiphol and with excellent access via the A9 and local roads. Also the fact that Business Park Amsterdam Osdorp is new and that the district has around 135,000 inhabitants makes it an interesting location. The future restaurant offers comfortable facilities for people

passing through, for businesses in the park and for local residents."

### Cooperation at local level

The enthusiasm of McDonald's Nederland about this new restaurant is shared. In the run up to the opening, the company received very positive reactions from local businesses. Debby concludes: "There was no restaurant on the business park. Also, various initiatives have already been suggested for possible cooperation at local level."



# Worldwide 69 million guests every day



**As a multinational famous all over the world, your ambitions are no longer purely aimed at growth, making a profit and launching new products. So this year too, McDonald's Nederland is making a considerable investment in employment, innovation and quality. An important part of the 45 million Euros will be used to open new restaurants in the Netherlands, creating 1,200 jobs.**

McDonald's serves 69 million guests every day in over 34,500 restaurants in 119 countries. Around three million people visit the Dutch restaurants every week. An amazing number! Particularly when you consider that it is only sixty years since Ray Kroc, milkshake machine salesman, visited the hamburger restaurant run by the McDonald brothers in California. He was so impressed by the fast service and high quality that a year later (in 1955) he opened his first McDonald's restaurant in Des Plaines, Illinois. 16 years later, the first McDonald's restaurant opened in Zaandam, followed another 16 years later by the first McDrive in Huis ter Heide. After that, there was no stopping them. Today, we have 236 McDonald's in the Netherlands, including 150 McDrive restaurants and 86 Instore restaurants. In 2013, five new res-

taurants opened in Moordrecht, Sassenheim, Apeldoorn-North, Nijkerk and Amsterdam-Osdorp. We take a look at this last location.

## **Business Park Amsterdam Osdorp will be a success**

Debbie de Wagenaar, director of Corporate Communication at McDonald's Nederland explains why one of the newest Dutch restaurants is located in Business Park Amsterdam Osdorp in the Amsterdam New-West district. "To achieve our objectives, we look at interesting business locations all over the Netherlands. The Randstad conurbation is an attractive area for businesses. The business park is in a very strategic position: on the edge of a big city, close to Amsterdam Airport

Schiphol and with excellent access via the A9 and local roads. Also the fact that Business Park Amsterdam Osdorp is new and that the district has around 135,000 inhabitants makes it an interesting location. Furthermore, the current businesses missed a restaurant in the business park. The future restaurant offers comfortable facilities for people passing through, for businesses in the park and for local residents. We see potential here! Business Park Amsterdam Osdorp is and will be a success and we look forward to contributing."

## **Wide scope**

The fact that McDonald's is at the heart of society and cares about people and a sustainable living environment is not just expressed in creating employment. The energy-saving facilities in the new restaurant are a good example. These include low-energy installations with heat recovery and heat pumps, LED lighting and the Low Oil Volume deep fryer, which saves 40 percent in oil and 5 percent in energy. Waste recycling and waterless urinals, which each save 115,000 litres of water a year, promote a better environment. And a well-known fact but still worth mentioning again, according to Debbie: "McDonald's has been a partner of the Ronald McDonald Children's Charities for over 30 years and the Netherlands now has fifteen Houses, the highest density of Ronald McDonald Houses in the world. A fact we're extremely proud of! And it's great to see that many McDonald's employees work as volunteers and that there's a McDonald's franchisee on every board of the Ronald McDonald House."

