

McDonald's® introduces a fresh new taste experience with launch of premium McWrap® in N.Y. tri-state area

Written by Administrator
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Steve Novak (right) of the New York Knicks at the launch event welcoming McDonald's new Premium McWrap in Manhattan on March 28.

ISELIN, N.J. — On March 28, New York Knicks star small forward Steve Novak hosted a launch event welcoming McDonald's new Premium McWrap to the NYC area.

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The new meal-size wrap combines fresh vegetables, tasty sauces, and juicy chicken breast filet in a warm tortilla.

It's served in a convenient, hand-held package to fit the busy on-the-go lifestyle.

From 11 a.m. to 2 p.m., the ground floor of the McDonald's restaurant at 541 6th Avenue was transformed into the "Sweet Chili Chill Out Lounge" featuring top radio station Hot97 on site.

Morning Show host Peter Rosenberg judged the "Let's Wrap" rap competition to find NYC's freshest MC, with a cash prize for the winner.

In addition, free McWraps was served so that customers may try the new product along with fries and beverages.

Beginning at 12 p.m., Novak was a special guest host for an exclusive invitation-only First Taste event on the second floor for media and various influencers.

Novak also showed off his culinary skills by demonstrating how to build your own McWrap.

"Here at McDonald's, we know our customers are looking for freshly prepared, convenient meal options that also taste great. With its combination of fresh ingredients and unique flavors, the Premium McWrap offers customers just that — a new entrée choice that's sure to satisfy their appetite and taste buds," said Tony Scari, president of the New York Tri-State Area Owners and Operators Association.

All Premium McWrap varieties come with grilled or crispy chicken, spring greens and shredded lettuce in warm tortilla wrap.

Customers can choose from three flavors:

- Sweet Chili Chicken McWrap: sweet chili sauce, creamy garlic sauce, and sliced cucumbers
- Chicken & Bacon McWrap: creamy garlic sauce, bacon, cheddar jack cheese, and tomato
- Chicken & Ranch McWrap: ranch sauce, seasoned rice vinegar, cheddar jack cheese, sliced cucumbers, and tomato

“The introduction of the new entrée line Premium McWrap is part of McDonald’s increasing effort to enhance and expand our menu offerings to meet our customers’ evolving needs and taste preferences,” said Mwaffak Kanjee, General Manager and Vice President of McDonald’s New York Metro Region.

“The Premium McWrap combines fresh vegetables, juicy chicken breast filet and tasty sauces in a warm tortilla bringing our customers a new flavor experience at McDonald’s.”

For more information about Premium McWrap and McDonald’s full line of national menu choices, including nutrition information, visit www.McDonalds.com

About McDonald’s New York tri-state restaurants

McDonald’s is one of the world’s best-known brands and is a global leader in food service.

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

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

About McDonald's

McDonald's USA, LLC serves a variety of menu options made from quality ingredients to more than 26 million customers every day.

Nearly 89 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women.

Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants.

For more information, visit www.McDonalds.com or follow on Twitter @McDNYTriState for updates on our business, promotions and products.

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