

# McDonald's® Big Mac® Sandwich 40<sup>th</sup> Anniversary Fact Sheet

## About the Big Mac

- **An icon is born:** The Big Mac was invented in Uniontown, Pa. in 1967 by Jim Delligatti, one of McDonald's founder Ray Kroc's earliest franchisees, and was introduced on the national menu in the United States in 1968.
- **North of the Border:** In 1968 Canada became the first country outside the United States to offer the Big Mac to customers.
- **Jingle All The Way:** The famous Big Mac advertising promotion, "Two all beef patties special sauce lettuce cheese pickles onionsonsesameseed bun®", made its debut in 1974.
- **Still the One:** Many McDonald's customers today still refer to a craving for McDonald's food as a "Big Mac Attack®", the tagline of a 1977 Big Mac commercial.
- **Burgernomics:** *The Economist* Magazine introduced the Big Mac® Index in 1986 as a reference point to determine the cost of living in different countries since it is so widely available and comparable across markets.
- **Global Reach:** Today, the Big Mac is sold in more than 100 countries.
- **Big on Quality:** The Big Mac and its ingredients undergo 60 different quality checks from start to finish.
- **One in a Thousand:** The average restaurant in Canada sells more than 1,000 Big Mac sandwiches a week.
- **By the Numbers:** In 2006, McDonald's Canada sold more than 55.9 million Big Mac sandwiches. Approximately 550 million are sold each year in the United States alone.
- **From Top to Bottom:** Layers of the Big Mac buns are called the crown, the club and the heel.
- **Buns Galore:** More than 4 million kg of buns were used to make Big Mac sandwiches in Canada in 2006.
- **Going the Distance:** If lined up side by side, the Big Mac sandwiches sold in Canada last year would stretch almost 5,500 km – roughly the distance between Halifax and Calgary.
- **Calling Card:** McDonald's Canada founder George Cohon is credited with introducing the "Be My Guest" card, a business card in the shape of a Big Mac, to the McDonald's system. It entitles the holder to redeem the card for a free Big Mac.