



**MOROCH**

**11/30 – 1/10**  
**Three River's**  
**McSource**

## Links & Contacts

- **National P.O.P – IMS: 800-937-7671**
- Local Promotions/P.O.P – Moroch: Katen Petty | [kpetty@moroch.com](mailto:kpetty@moroch.com) | (740) 885-8749
- **Restaurant Profile Set-up/Change Request** – please fill out this form for new restaurant profile set up or any profile change information.
- Please send all Retail and DMB related inquiries to the MCD Retail email box at [mcdretail@imsretail.com](mailto:mcdretail@imsretail.com)
- To access Digital Readerboard content follow this link: <https://www.mcdpop.com/DigitalFilesCatalog.aspx>

## TROA 11/30 – 1/10 2025 PROMOTIONAL ITEMS

### BEGINNING

**12/2** – The Grinch Meal

**12/2** – Happy Meal Disneyland 70<sup>th</sup>

**12/30** – QPC Core

**1/6** – Dual Daypart EVM

**1/9** – Strawberry & Crème Pie

### ENDING COB

**11/30** – EVM Dual Price Point

**12/1** – Happy Meal Zootopia 2

**12/1** – Chips Ahoy Product Phaseout Begins

**12/15** – McRib Product Phaseout begins

**12/28** – Penguins x McDonald's Custom Cups

**12/28** – The Grinch Meal Retail Takedown & Phase out

**12/29** – Holiday Pie Product Phaseout begins

**12/29** – The Grinch Meal Phaseout begins

### SUSTAINING

- Mid Tier Bundle: 20pc McNugget, 2 Dbl CB, BOF
- \$5 Meal Deal: McChicken or McDouble/4pc/Sm Fry/Sm Drink
- \$6 Daily Double Meal Deal
- National McValue Menu + BOAO for \$1
- \$2.99 Snack Wrap
- 2 for \$5 SME

11/30 – 1/10 NATIONAL & LOCAL WINDOW

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>Nov 30</div> <div>ENDING: EVM Dual Price Point</div>	<div>Dec 1</div> <div>12.1 National Kit Arrives In Store</div> <div>Install EOD:<ul style="list-style-type: none"><li>The Grinch Meal</li><li>Happy Meal Disney 70<sup>th</sup></li><li>\$5 Meal Deal</li></ul></div> <div>Nutrition Books Refresh Upon Arrival</div> <div>Q4 Allergen Refresh Upon Arrival</div> <div>ENDING:<ul style="list-style-type: none"><li>Happy Meal Zootopia 2</li><li>Chips Ahoy Frappe Product Phaseout Begins</li></ul></div>	<div>2</div> <div>Beginning:<ul style="list-style-type: none"><li>Happy Meal Disneyland 70<sup>th</sup></li><li>The Grinch Meal</li></ul></div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>
<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>	<div>11</div>	<div>12</div>	<div>13</div>
<div>14</div>	<div>15</div> <div>ENDING: McRib Product Phaseout begins</div>	<div>16</div>	<div>17</div>	<div>18</div>	<div>19</div>	<div>20</div>
<div>21</div>	<div>22</div>	<div>23</div>	<div>24</div>	<div>25</div>	<div>26</div>	<div>27</div>
<div>28</div> <div>ENDING:<ul style="list-style-type: none"><li>Penguins X McDonald's Cups Product Phaseout begins</li><li>The Grinch Meal Retail Takedown</li></ul></div>	<div>29</div> <div>12.29 National Kit Arrives In Store</div> <div>Install Upon Arrival:<ul style="list-style-type: none"><li>Generic Arch Cards</li><li>QPC Core</li></ul></div> <div>ENDING:<ul style="list-style-type: none"><li>Holiday Pie Product Phaseout begins</li><li>The Grinch Meal Product Phaseout begins</li></ul></div>	<div>30</div> <div>Beginning: QPC Core</div>	<div>31</div>	<div>Jan 1</div>	<div>2</div>	<div>3</div>
<div>4</div>	<div>5</div> <div>January EVM Dual Daypart Install EOD</div>	<div>6</div> <div>Beginning: January EVM Dual Daypart</div>	<div>7</div>	<div>8</div> <div>Strawberry &amp; Crème Pie Install EOD</div>	<div>9</div> <div>Beginning: Strawberry &amp; Crème Pie</div>	<div>10</div>



**MOROCH**

# **Program Updates & Details**

## APPROVED PRICE POINTS & LTOs

	Promotion	Timing
<b>LTO</b>	\$5 Meal Deal (McDouble or McChicken)	Sustain
	\$2.99 Snack Wrap	Sustain
	\$6 Daily Double Meal Deal	Sustain
	2 for \$5 SME	Sustain
	2 McRib + Basket of Fries	Product Phaseout 12/15
	Holiday Pie	Product Phaseout 12/29
	Strawberry & Crème Pie	1/9/26 - Sustain
<b>Bundle Value</b>	<b>Mid-Tier Bundles</b> 20 Pc Chicken McNuggets/ 2 Dbl Cheeseburger + BOF Bundles	Sustain
	<b>Penguins Pack</b> 2 Dbl Cheeseburgers, 2 McChickens, 10pc McNuggets, + BOF will be priced at Owner/Operator Discretion	Sustain

# 12/2 – The Grinch Meal

All Store Selling 12/2

December 2025 will feature a mass Core program that drives significant comp and GCs in Q4 by partnering with the multigenerational, popular holiday IP of “The Grinch”\*\* to reach the widest net of audiences during the holiday season.

Meal components (M, with upgrade to L)

- Entrée, choice of: 10pc McNuggets (feature) or Big Mac
- Fries
- Dill Pickle Shaker (Fries) Add-on\* Includes seasoning packet, and shaker bag, for shake-up
- 1 pack of Grinch-themed Socks There will be 4 individual sock designs, wrapped in opaque packaging to mitigate customer requests thru maximized randomness

**All Store Selling Date: 12/2/25**

**Key RFM Dates:**

**Please do not Future Date!!**

Available to PTA	Available on POS:	Checkpoint: Verify Key(s) are visible on POS	Available on Kiosk, GMA, & Delivery
11/4	11/11	11/17	12/2

**Sales Channel Locations:**

POS	Kiosk	GMA/Delivery
Lunch Q4 HE Button	Limited Time Category	Limited Time Category

**MENU ITEM #s:**

25555	Q4HE BigMac Meal
25556	Q4HE BigMac Meal Large
25557	Q4HE 10 Piece Meal
25558	Q4HE 10 Piece Meal Large
25559	Q4HE McShaker Fry Medium
25566	Q4HE McShaker Fry Large
25560	Q4HE Collectible
25561	Q4HE Meal Auto Deduct
25375	Q4HE Bundle Box
25587	Q4HE Seasoning Packet

**Menu Item String:**

25555+25556+25557+25558+25559+25566+25560+  
25561+25562+25563+25564+25565+25375+25587

**KEY DATES**

11/4	Available to PTA
10/27	NABIT Kit arrival (week of)
11/5	NABIT Training Webcast (Field)
11/17	Deliveries to restaurants (week of)
11/11	Available on POS
12/1	POP kit arrives
N/A	Soft Sell (DMB in portal)
12/2	All Stores Selling BY
12/2	National Advertising START
12/28	Program Advertising END
12/29	Phase Out START
1/25	Phase Out END

**GOOD TO KNOW**

- If collectibles run out, retail messaging will change from Grinch meal to Shaker Fries a la carte; paid media will switch to Fan Truth Highlight reel
- Shaker Fry POS key(s) will include Fry, Seasoning packet, and Shaker bag.



# 12/2 – The Grinch Meal (Continued)

All Store Selling 12/2

The Grinch Meal (Dec '25)			
Product in-store	Install Date (EOD)		All store sell/Advertised Start Date
n/a	12/1		12/2
Retail take down	Product depletion Dates		Addl' information
12/28	12/29-1/25		n/a
In-store kit date	Print Merchandising Elements		
12/1	<div><input type="checkbox"/> Window Poster/ Decal</div> <div><input type="checkbox"/> DT Presell Insert</div> <div><input type="checkbox"/> DT Translite</div> <div><input type="checkbox"/> Graphic Readerboard</div> <div><input type="checkbox"/> IS Front Counter Flex Card</div>		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
Yes	Yes	Yes	Yes, Triggered
National Staging Push on 12/2 in the following areas/stages			

National Staging Push on 12/2 in the following areas/stages

ODMB Prebrowse	National Staging: Lunch/ Dinner 2/3 Takeover	Local Portal Availability: None
ODMB Promo Banner	National Staging: Lunch/Dinner Stage 2	Local Portal Availability: None
IDMB Full Panel Motion	National Staging: Lunch/ Dinner Stage 1	Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: None	Local Portal Availability: None

## LAUNCH PLAN DETAILS

National: Paid Media Plan & Owned Channel Support	<ul style="list-style-type: none"> <li>• Paid Media: Supported by full national media plan - including video, audio, display, social, gaming &amp; partnerships</li> <li>• Owned Digital: Email, Push, App and .com for launch and sustain</li> <li>• Owned Retail: Full suite of exterior/interior retail support (including 2/3 pre-browse takeover)</li> </ul>
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## PACKAGING



\*McCafe Cups (above) are not included in meal, but will be at restaurant



# 1/9 – Strawberry & Crème Pie

ALL STORE SELLING: 1/9/26 - Sustain

## WHAT:

Strawberry & Crème Pie is BACK to kickoff 2026.

## KEY DATES:

- 1/9/24 – All Store Selling
- 1/9/24 – DMBs push live



## ACTION: PRICE TAX & ACTIVATE ON RFM

1975	Strawberry & Crème Pie
1751	2 Strawberry & Crème Pies
2265	1 Apple & 1 Strawberry Crème Pie



# 1/6 – \$5 Sausage McMuffin with Egg Meal EVM & \$8 Snack Wraps EVM

## WHAT:

Nationally, McDonald's locations all over the US will be offering dual daypart value to our customers -- a \$5 Sausage McMuffin with Egg EVM at Breakfast and an \$8 2 Snack Wrap EVM for the Rest of the Day.

- **\$5 Sausage McMuffin with Egg EVM includes:** Sausage McMuffin with Egg, Hash Browns, & Small Hot Coffee
- **\$8 Snack Wrap EVM includes:** 2 Snack Wraps (Ranch or Spicy), Medium Fries, and Medium CSD

## TIMING:

All stores selling 1/6/25-2/2/26

## EXECUTION:

- New pricing will be pushed to the portal – you must go into the portal to accept the price OR manually PTA the current meal keys to their advertised price
- NOTE: upcharges will work as they usually do since we are just updating the current price of the combos

January EVM Dual Daypart			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	1/5	1/6	
Retail take down	Product depletion Dates	Addl' information	
2/2	n/a	Core QPC messaging include for gap fill purposes.	
In-store kit date	Print Merchandising Elements		
12/29	<input type="checkbox"/> Graphic Readerboard- ST Deal <input type="checkbox"/> Window Poster/ Decal – ST Deal		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
Yes	No	No	No
National Staging Push on 1/6 in the following areas/stages			
ODMB Prebrowse	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 1		Local Portal Availability: None
ODMB Promo Banner	National Staging: Breakfast Stage 2 Lunch/Dinner Stage 2		Local Portal Availability: None
IDMB Full Panel Motion	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 3		Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: None		Local Portal Availability: None



# National Programs

Nov 30 – Jan 10

\*Not a new promotion, retail rehit of \$5 Meal Deal. Please install the merchandise

COB 12/1.				Meal Deal	
Product in-store		Install Date (EOD)		All store sell/Advertised Start Date	
n/a		12/1		12/2	
Retail take down		Product depletion Dates		Addl' information	
12/28		n/a		n/a	
In-store kit date		Print Merchandising Elements			
12/1		<input type="checkbox"/> Window Poster/ Decal			
Digital Readerboard		Digital SOK Attract Screen	Digital SOK banner	COD Panel 2	
Yes		No	No	No	
National Staging Push on 12/2 in the following areas/stages					

ODMB Prebrowse	National Staging: None	Local Portal Availability: None
ODMB Promo Banner	National Staging: None	Local Portal Availability: None
IDMB Full Panel Motion	National Staging: None	Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: None	Local Portal Availability: None

FDA Q4 Allergen			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	Install Upon Arrival	Install Upon Arrival	
Retail take down	Product depletion Dates	Addl' information	
Sustain	n/a	n/a	
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> DT COD Placard <input type="checkbox"/> IS Counter Card		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Nutrition Books Regular & Large Dec '25			
Product in-store	Install Date (EOD)		All store sell/Advertised Start Date
n/a	Install Upon Arrival		Install Upon Arrival
Retail take down	Product depletion Dates		Addl' information
Sustain	n/a		n/a
In-store kit date	Print Merchandising Elements		
12/1	<div><input type="checkbox"/> Nutrition Book- Regular</div> <div><input type="checkbox"/> Nutrition Book- Large</div>		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Happy Meal Disneyland 70 <sup>th</sup>			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	12/1	12/2	
Retail take down	Product depletion Dates	Addl' information	
1/12	n/a	n/a	
In-store kit date	Print Merchandising Elements		
12/1	<div><input type="checkbox"/> Window Poster/ Decal</div> <div><input type="checkbox"/> DT Oversize In- Ground Sign</div> <div><input type="checkbox"/> DT Translites</div> <div><input type="checkbox"/> Mega Merchandiser Frame</div> <div><input type="checkbox"/> Toy Merchandiser Insert</div> <div><input type="checkbox"/> IS Presell Kiosk Topper</div> <div><input type="checkbox"/> Vestibule Poster</div> <div><input type="checkbox"/> HM Promo Guide</div> <div><input type="checkbox"/> Current Toy Not Available Snipe Sheets</div>		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
National Staging Push on 12/2 in the following areas/stages			

ODMB Prebrowse	National Staging: None	Local Portal Availability: None
ODMB Promo Banner	National Staging: None	Local Portal Availability: None
IDMB Full Panel Motion	National Staging: None	Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: : Lunch/ Dinner Stage 1	Local Portal Availability: None

# National Programs

Nov 30 – Jan 10

Arch Cards Inserts Generic (Dec '25)			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	Upon arrival	Upon Arrival	
Retail take down	Product depletion Dates	Addl' information	
Sustain	n/a	n/a	
In-store kit date	Print Merchandising Elements		
12/29	<input type="checkbox"/> IS Arch Card Display Insert		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Core QPC			
Product in-store	Install Date (EOD)		All store sell/Advertised Start Date
n/a	12/28		12/28
Retail take down	Product depletion Dates		Addl' information
2/2	n/a		Graphic Readerboard will be replaced with Jan EVM on 1/5 EOD.
In-store kit date	Print Merchandising Elements		
12/29	<div><input type="checkbox"/> Graphic Reader Board- QPC</div> <div><input type="checkbox"/> DT Translite - QPC</div> <div><input type="checkbox"/> DT Presell Kiosk- QPC</div> <div><input type="checkbox"/> DT Presell Kiosk- QPC</div> <div><input type="checkbox"/> IS Presell Kiosk -QPC</div>		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No
ODMB Prebrowse	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 1		Local Portal Availability: None
ODMB Promo Banner	National Staging: Breakfast Stage 2 Lunch/Dinner Stage 2		Local Portal Availability: None
IDMB Full Panel Motion	National Staging: Lunch/Dinner Stage 1		Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: None		Local Portal Availability: None



**MOROCH**

# **SCHEMATICS**

## **11/30 – 1/10**

November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026

SIDE	DATES	READERBOARD MESSAGING
1	10/14-12/1	Line 1: 2 for \$5 Sausage Line 2: McMuffins with Egg
1	12/2-12/28	Line 1: Grab a Grinch Meal Line2: Don't Miss Out!
1	12/29 – 1/10	Line 1: 2 for \$5 Sausage Line 2: McMuffins with Egg
2	11/30-12/14	Line 1: Enjoy McRib Line 2: Before its gone
2	12/15 – 1/5	Line 1: \$5 McDouble, 4pc McNuggets, Line 2: Sm Fries & Sm Drink
2	1/6 – 2/2	Line 1: 2 Snack Wraps Line 2: Fries + Drink just \$8



The Grinch Meal (Dec '25)  
Install 12/1 EOD  
Exit 12/28 EOD

Core QPC  
Install 12/28 EOD  
Exit 1/5 EOD

Jan EVM  
Install 1/5 EOD

The Grinch  
Meal Dec '25  
Install 12/1  
EOD  
Exit 12/28 EOD

Jan EVM  
Install 1/5  
EOD

Happy Meal  
70  
Disneyla  
nd  
Install  
12/1  
EOD

2 for \$5  
Sausage McMuffin<sup>®</sup>  
with Egg

Sustain

Extra  
Value  
Meals  
are back

Meal Deal  
Dec '25  
Install 12/1  
EOD  
Exit 12/28  
EOD

Score big  
on taste

Remove 12/28



Side Window

Happy Meal  
Zootopia 2  
Exit 12/1 EOD

2 for \$5  
Sausage  
McMuffin<sup>®</sup>  
with Egg

Add a  
Medium  
Soft Drink

Dr Pepper

Bundle Up  
and Score!

The Big Mac<sup>®</sup> is the  
official hamburger of the  
Pittsburgh Penguins<sup>®</sup>

Proud Sponsor of the  
Pittsburgh Penguins<sup>®</sup>

2 Big Mac<sup>®</sup> Sandwiches  
& value bundle

Don't  
forget to  
add a  
drink

Dr Pepper

Quick  
Curbside  
Pickup

Order ahead  
in the app

Double-Sided Mini Billboard



**November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026 | Digital DT Path (Breakfast)**

Happy  
Meal  
Zootopia 2  
Exit 12/1  
EOD

Happy  
Meal  
Disneyland  
70th Install  
12/1 EOD

Jan EVM  
Live 1/6

[illegible]

Live 12/5

## Digital Benefits

**Provide your code now**

**Give yourself a treat**



**McCafé**

**Limited time**

**Premium**

Live 12/5

**2 for \$5**  
Sausage McMuffin<sup>®</sup> with Egg  
490 Cal. ea.



Add a  
Medium Sweet Coffee  
only \$1.00 each  
• Small Sausage  
only \$1.00 each

Live 12/30

Strawberry  
& Crème  
Pie  
Live 1/9

Strawberry  
& Crème  
Pie  
Live 1/9

**2 for \$5**  
Sausage McMuffin with Egg  
400 Cal. est.

also available with Coffee  
(Small Drink)

**Start with steak & eggs**

Live 12/  
Exit 1/5

## Breakfast Meals

Pick different sides as well for an additional charge. [View our full menu](#)

- 1 Egg McMuffin®**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 2 Sausage McMuffin® with Egg**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 3 Bacon, Egg & Cheese Biscuit®**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 4 Sausage Biscuit with Egg**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 5 Bacon, Egg & Cheese McMuffin®**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 6 Sausage, Egg & Cheese McMuffin®**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM
- 7 2 Sausage Burritos**  
0.00 000-0000 Cal.  
Available 9:00-10:00 AM

**McCafé®** —  
Frappé Premium Roast Coffee

[illegible]

McValue  
Menu

## Sustain

Jan EVM  
Live 1/6

November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026 | Digital DT Path (Lunch, Dinner, & Late Night)

Happy Meal  
Zootopia 2  
Exit 12/1  
EOD

Happy Meal  
Disneyland  
70th Install  
12/1 EOD

Back in season  
**McRib**  
limited time  
2 McRib® Sandwiches  
+ Basket of Fries  
1670 Cal.  
\$10.50

Exit 12/15

Default Messaging  
Exit 12/1

Default Messaging  
Exit 12/1

\$00.00  
**Double Cheeseburgers and Fries Bundle**  
2 Double Cheeseburgers  
+ Basket of Fries  
\$10.50

Live 12/15

The Grinch Meal (Dec '25)  
Live 12/2  
Exit 12/28

Core QPC  
Live 12/29

Give yourself a treat  
McCafé  
Live 12/5

Try sweet and tasty anytime  
Chocolate Chip Cookie  
Caramel Frappé  
Live 12/30

Strawberry & Crème Pie  
Live 1/9

Score on tea  
Live 12/5

Combo Meals

McCafé®  
Live 12/30

McValue Menu  
Sustain

Happy Meal  
Zootopia 2  
Exit 12/1 EOD

Happy Meal  
70  
Disneyland  
Install 12/1  
EOD



# November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026 | Front Counter Menu Board

## (Breakfast)



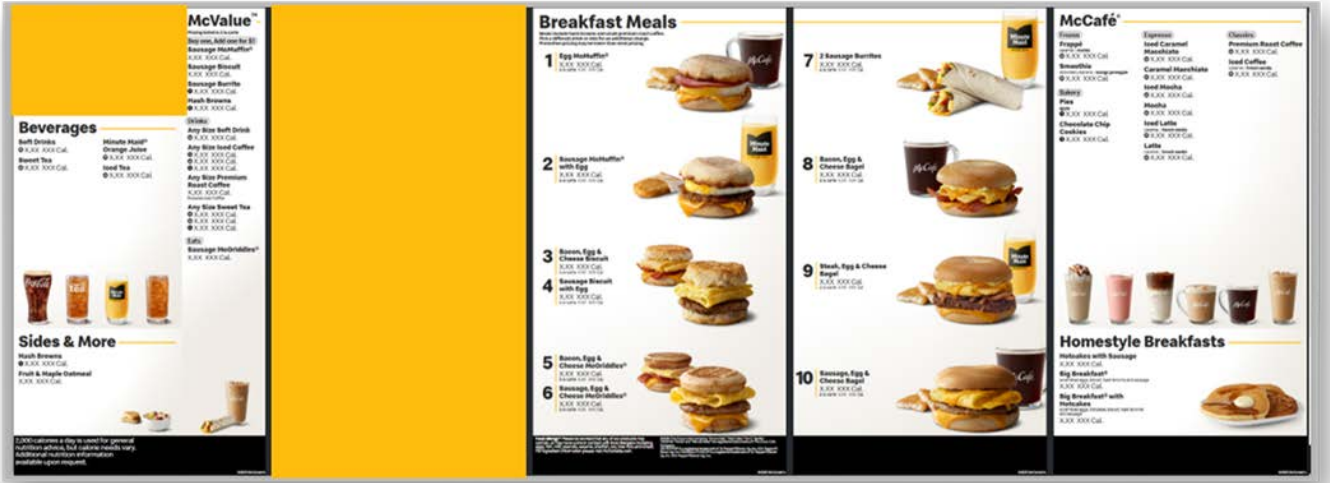
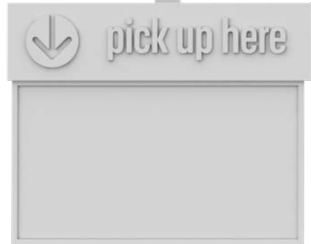
Stage 1\*



Exit 12/29  
Stage 2\*



Live 1/9



Stage 1

Stage 2

Stage 3

Stage 4



Live 12/1



Live 12/1



Live 12/30

# November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026| Front Counter Menu Board (Lunch/Dinner)

Happy Meal  
Zootopia 2  
Remove 12/1

Stage 1\*

Happy Meal  
Disneyland 70<sup>th</sup>  
Live 12/2

**Give yourself a treat**

Premium Roast Coffee  
0.00 10 Cal.

limited time

Holiday P 0.00 260

Exit 12/29

**Better together**

McCafé

Live 1/9

pick up here

**McValue™**

Best value. Add one for \$1!

**Beverages**

Soft Drinks  
McFlurry  
McFlurry  
McFlurry

**Sides & More**

French Fries  
Apple & Maple Softtail

**Breakfast Meals**

1 Egg McMuffin®  
2 Sausage McMuffin®  
3 Sausage, Egg & Cheese McMuffin®  
4 Sausage, Egg & Cheese McMuffin®  
5 Sausage, Egg & Cheese McMuffin®  
6 Sausage, Egg & Cheese McMuffin®

**7 Sausage Burrito**

**8 Sausage, Egg & Cheese Burrito**

**9 Steak, Egg & Cheese Burrito**

**10 Sausage, Egg & Cheese Burrito**

**McCafé®**

Espresso  
Iced Caramel  
Caramel Macchiato  
Iced Mocha  
Mocha  
Chocolate Chip  
Latte

**Homestyle Breakfasts**

Homestyle Breakfast  
Big Breakfast® with Hash Browns

**Sweet sips to love**

McCafé

Chips Ahoy!

Stage 1

EVM: 10 pc. McNuggets Live 11/4

**Back in season**

**McRib®**

limited time

McRib® meal 0.00 840-1080 Cal.

Stage 2

2 Double Cheeseburgers + BOF Bundle  
Live 12/15

**SNACK WRAP IS BACK**

Exit 12/1

Stage 3

The Grinch Meal Live 12/2  
Exit 12/28

**Score big on taste!**

Try Color Zero Sugar

The Big Mac®  
is the official burger of the Pittsburgh Penguins®

Big Mac® Meal  
0.00 900-1140 Cal.

Stage 4

Hot, cheesy and juicy

**QPC**

Live 12/29

Chicken McNuggets® and Fries Bundle  
\$0.00

Live 12/29

# In Restaurant Point of Order November 30<sup>th</sup>, 2025 – January 10<sup>th</sup>, 2026

## Comms Objective: Activate & Add-Ons

### Digital Merchandiser

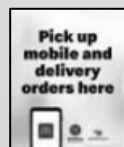
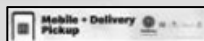
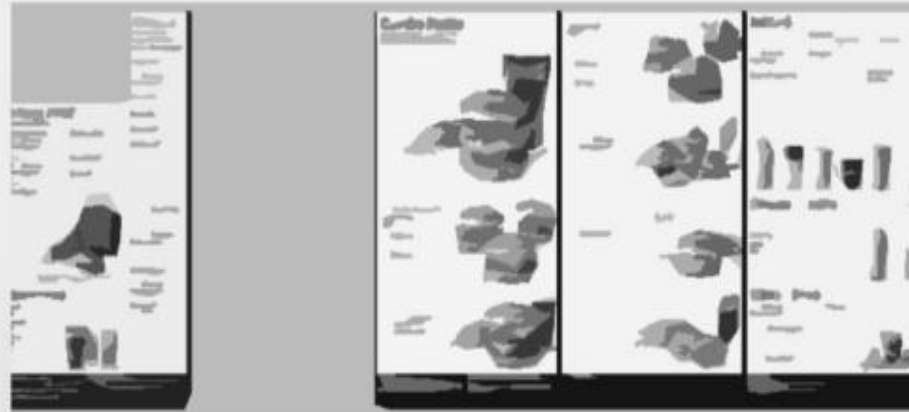
#### Playlist #1

Refer to  
IDMB Full  
Panel  
Promo

#### Playlist #2

Culturally  
Relevant  
Content

© McDonald's



Install Upon Arrival

The Grinch  
Meal  
Install 12/1  
EOD Exit  
12/28 EOD



Exit 11/30 EOD





**MOROCH**

# Global Mobile App

# DIGITAL OFFERS – DECEMBER

## Local 'Always On' Segmented Offers

Available 24 hours for 1x use

- \$2 Any Breakfast Sandwich - excludes bagels & steak (valid 1x daily)
- Free Medium Fries w/ minimum purchase of \$2 (valid 1x daily)
- 20% off Purchase of \$10 or More (valid 1x daily)
- \$1 Any Size Soft Drink, Tea, Iced Coffee, or Hot Coffee (valid 1x daily)

## Local Flash Offers

Available 24 hours for 1x use

- \$7 20pc + BOF –12/23
- \$2 10pc or Big Mac – 12/9
- **Free 6pc McNugget wpo \$1 – Penguins Win Trigger**
- **Free Big Mac with Any Purchase – Big Mac Attack Trigger**

## National Always On Flash Offers

One-Day only, One Per Customer

- Free Fries Friday: Free Medium Fries with \$1 minimum purchase

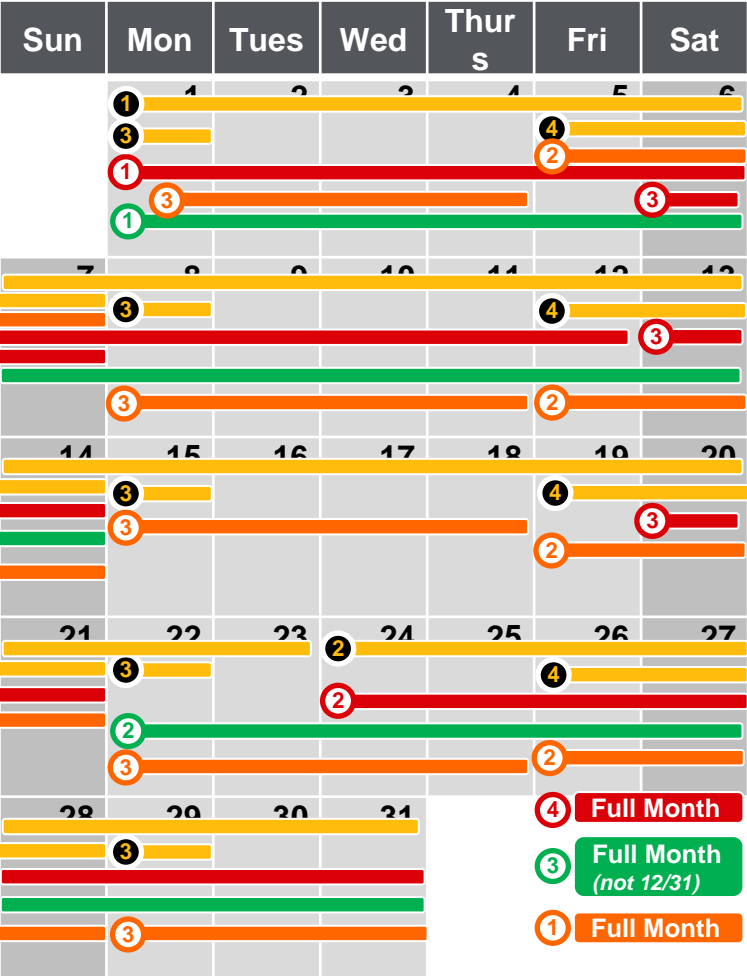
## Acquisition Offer

(New Customers Only, One-Time Offer)

- Dec: Free Large Fries with \$1 Minimum Purchase

*Note: all offers available for in-app delivery*

# December: McDelivery Offers



## GMA Delivery

	Date	Campaign Type	Offer Detail
1	12/1-12/23	National	BKFT: Free Breakfast Sandwich w/ \$15 min   ROD: \$5 off \$20
2	12/24-12/31	National	Holiday & New Years: \$5 off \$20
3	Mon	National	NFL 10pc BOGO
BooDash	Fri-Sun	Segmented	New & Lapsed: No Delivery Fees w/ \$20 min

	Date	Campaign Type	Offer Detail
1	12/1-12/12	National	Deck the Doorstep: \$5 off \$20
2	12/24-12/31	National	Holiday & New Years: \$5 off \$20
3	Sat&Sun (not 12/27&12/28)	National	College Football: Bogo 10pc
4	12/1-12/31	Segmented	New & Lapsed: Free Big Mac w/ \$15min

## UberEats

	Date	Campaign Type	Offer Detail
1	12/1-12/14	National	NFL Partner Hero Partner BKFT: BOGO SME   ROD BOGO10pc
2	12/22-12/31	National	Holiday Hero Partner BKFT: BOGO SME   ROD: Non-UberOne–BOGO 6pc / UberOne–BOGO 10pc
Grub Hub	12/1-12/31	Segmented	New + Lapsed: BOGO 10pc

	Date	Campaign Type	Offer Detail
1	12/1-12/31	National	BKFT: Free Breakfast Sandwich w/ \$15min
2	Fri-Sun	National	Non-GH+: BOGO 6pc   GH+: BOGO 10pc
3	Mon-Thu	Segmented	New + Lapsed: Free Big Mac or 10pc w/ \$15min





## 2025 Local Delivery Offers:

Date	Delivery Channel	Offer
11/1 – 12/1	DoorDash	Free SME on \$15+
11/27 – 11/30, 12/4 – 12/7, 12/11 – 12/14, 12/18 – 12/21, 12/26 – 12/31	DoorDash	Free Md Fries on \$15+ ( <b>Late Night</b> )
11/19 – 12/31	DoorDash	BOGO SME
12/1 – 12/7	DoorDash	Free McRib w/ \$15 min
12/15 - 12/21	Uber Eats	BOGO 6pc

1: Funding projected to cover entirety of campaign for ROD offer; offer will continue to run if funding is fully used

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# Q4 2025 Digital Wallet Calendar

	October	November	December
Download Incentives	No Offer	 Free QPC with \$1 min purchase	 Free Large Fries with \$1 min purchase
Retail Extensions		<b>Chips-ahoy Frappe</b> 11/4-11/30	
OPNAD Campaigns	 <b>MONOPOLY</b> 10/6-11/2	 <b>McValue Re-hit</b> 11/4 – 11/30	<b>HOLIDAY</b> 12/1-12/21
Segmented/ Lifecycle	Always On: National Segmented Offers (+ DOE testing) & Lifecycle Communications + Offers		
Loyalty Accelerators	Always On: Welcome, Breakfast, Linked Payment, Birthday, Anniversary		

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## Tips, Tricks, and Additional Resources

<b>*NEW* Element Update</b>	Register Toppers now will be referred to as the <b>Front Counter Flex Card</b> . This element, with the addition of hardware, has been optimized to provide greater flexibility on execution at the restaurant level.
<b>Digital Offers</b>	Links to the most up to date Digital offers. <a href="#">2H2024 Digital Offers Update.</a> <a href="#">1H2025 Digital Offers Update</a>
<b>Core Content Library</b>	Please refer to this <a href="#">link</a> to view the Core Content and Default Library. An overview of the new document can also be found through this <a href="#">link</a> .
<b>DMB Submissions</b>	<a href="#">"How-To" Guide</a> encompassing new survey enhancements along with guidelines on how to submit step by step for National promo library submissions.
<b>Digital Readerboard Content</b>	Login to your digital readerboard provider, Daktronics or Everbrite, to choose and pull-down content for your board. Digital Readerboards have the capability to have multiple promos rotating at a time.
<b>COD Panel, Upper/Left Quadrant Messaging</b>	McHire Messaging will be available as an always-on option intended for the field to toggle on as needed.
<b>Arch Card Order Form</b>	If more inventory is needed, place an Arch Card reorder on the following <a href="#">link</a> .

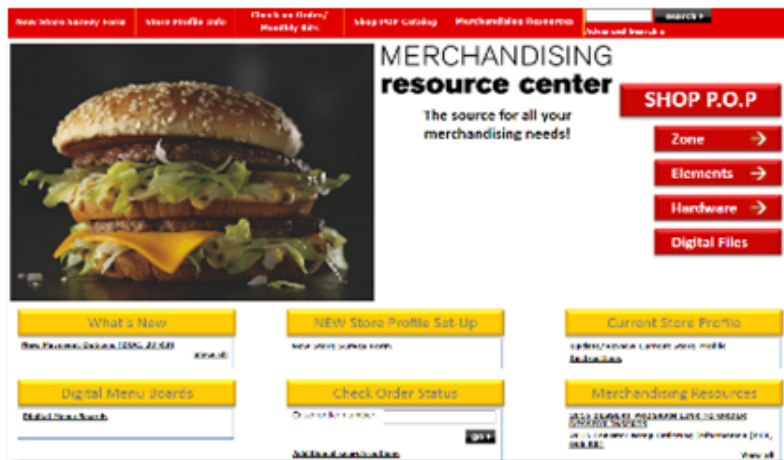


## Additional Resources and Digital Retail

<p><b><u>Digital Retail Activation Guide</u></b></p> <p><u>What is this?</u> A guide that outlines how, when, and where to communicate Digital within the restaurant experience</p> <p><u>Who is this for?</u> Primarily for Local Agencies but also applicable for anyone looking to better understand our Digital Strategy comes to life at retail</p>	<p><b><u>Parking Stall Guidelines</u></b></p> <p><u>What is this?</u> Parking Sign Standards including approved suppliers and min/max stall quantities</p> <p><u>Who is this for?</u> Operators, GMs or person responsible for ordering Parking Stall signs</p>	<p><b><u>LSM Catalog</u></b></p> <p><u>What is this?</u> A catalogue with complementary elements available for purchase. Digital Elements can be found on page 12.</p> <p><u>Who is this for?</u> Operators, GMs, Local Agencies, or anyone with LSM purchasing responsibilities.</p>	<p><b><u>Digital Wayfinding Signage</u></b></p> <p><u>What is this?</u> Wayfinding signage guidelines by channel</p> <p><u>Who is this for?</u> Operators or person responsible for ordering Parking Stall signs</p>
			

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The requested service is temporarily unavailable. It is either overloaded or under maintenance. Please try later.

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