

Welcome to McDonald's

Inside

Working Together

Serving Food

Satisfying Customers



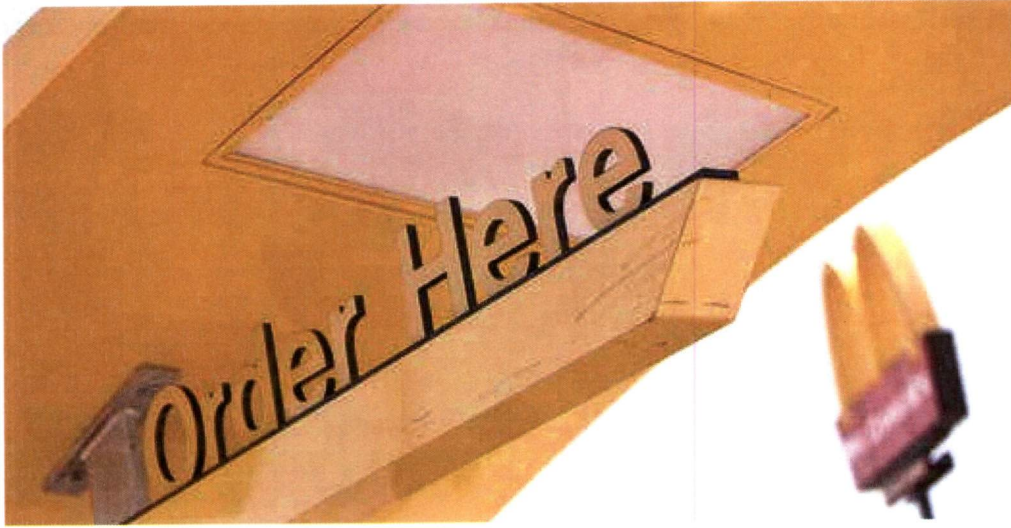
i'm lovin' it



For the amazing people who are about to start

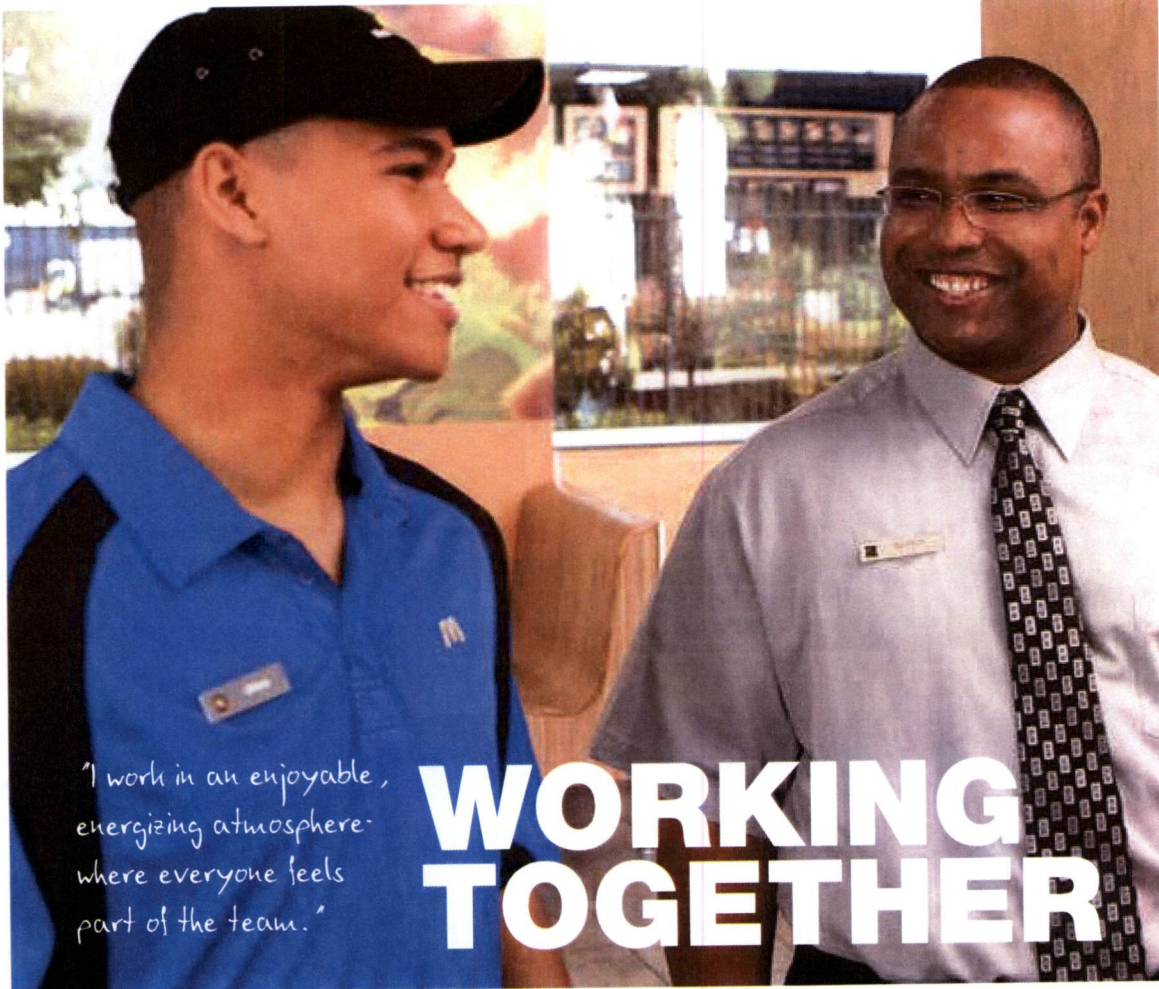
Every time someone joins McDonald's, it makes us feel good. It says we're a place where they feel they can grow. A company they want to be part of. It also means they're bringing the skills and enthusiasm that will help us become even better. Finding great people is one of the most important things we do. So we've prepared this Guide to help you understand what it takes to be successful at McDonald's. We want you to learn about how we encourage a diverse workplace and promote opportunities for lifelong careers. How we celebrate and support our employees and help them succeed. Since 1955, we haven't just changed with the times, we've grown. With your help, we look forward to making this our best year yet.





Your Employment at Your McDonald's

Who is your employer? When you work at a McDonald's restaurant, you are employed either at a McDonald's company restaurant, or by an independent owner of the restaurant (also known as a "franchisee" or "owner/operator"). McDonald's Corporation and McDonald's USA, LLC are not involved in any way in the employment matters of the independently owned McDonald's restaurants. Individuals employed by independent owners of McDonald's restaurants are not employees of McDonald's Corporation or its subsidiaries. If you are uncertain as to who is your employer, you should ask your general manager.



"I work in an enjoyable, energizing atmosphere where everyone feels part of the team."

WORKING TOGETHER

> You

We'll share why we're glad you chose McDonald's.

> Us

Understand why McDonald's is a great organization to work for and what McDonald's means to people all around the world.

> Crew

Learn about your fellow employees and what it means to be part of a team.

> Together

We want you to understand why this McDonald's is a great organization to work for. Find out what our McDonald's organization is doing to protect the environment, support communities, help kids, and contribute to making a better world for people everywhere.

Being a Brand Ambassador

There are two parts to being a great Brand Ambassador: a professional image and knowing and sharing facts about our organization and the McDonald's Brand.

Professional Image

How you present yourself

+ Treat customer as a special guest

= Results in satisfied customer

Knowing and sharing facts

- Career opportunities
- Benefits
- Nutritional facts
- Community Involvement

We offer great perks

Flexible Hours

Job Variety

Opportunities for Cross-training

Flexible Scheduling & Benefits

Insurance Programs (if applicable)



"I have a challenging, varied job that has the flexibility to fit into my lifestyle."

Did you know?

With a combined total of nearly 14,000 locations in the U.S., McDonald's and its independent owned and operated McDonald's franchised restaurants provide more than 840,000 jobs.

Uniform checklist

- McDonald's hat or visor
- Name badge
- McDonald's uniform top
- McDonald's uniform pants
- Dark shoes with non-skid soles
- Dark socks or neutral hose

> Your Promise

- Be on time.** Arrive early enough for your shift so you will not be late. If you are not on time, other team members will have to cover for you.
- Be flexible.** Every day is different. Some days, we may need you to fill in for another crew member, or you may be trained on a station you have not worked before.
- Be polite.** Make sure you are courteous to other crew members and customers.
- Be respectful.** Treat crew members and customers with patience and kindness.
- Be responsible.** Every job is important. The better you do your job, the easier it is for the whole crew.
- Be clean and neat.** The way you look tells people you care about yourself and about them.
- Be willing to learn.** You will learn something important every day.

> Our Promise

- We answer all of your questions.
- We help you develop the skills you'll need to do your job.
- We help you when problems arise.
- We are flexible when scheduling your shifts.
- We treat you with dignity and respect.
- We make sure you have the tools and equipment to do your job.
- We schedule your orientation follow-up.

Did you know?

Many of our restaurant general managers, corporate staff, leadership and franchisees started behind the counter.

Growing careers together

Some of the things we look for in the people we promote

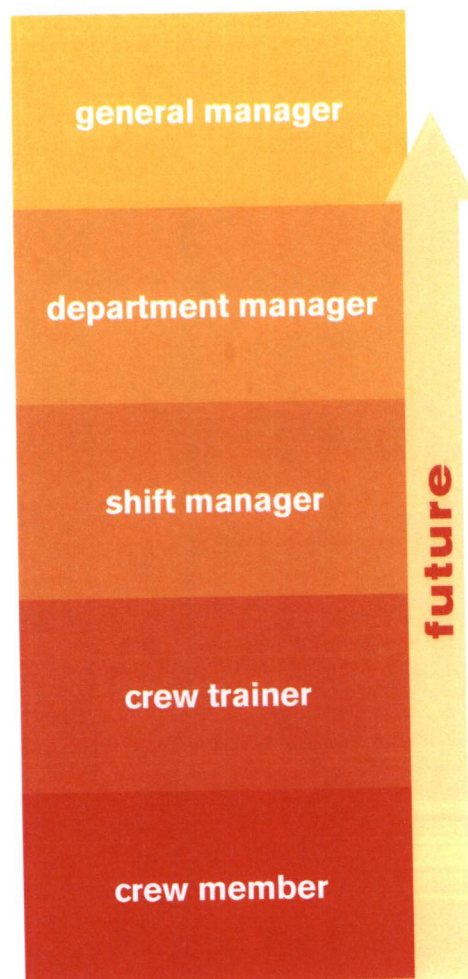
Do you strive to **satisfy customers?**

Do you **take initiative?**

Do you **work well with the crew?**

Do you consistently **uphold McDonald's standards?**

Opportunity beyond crew



"I have the opportunity to grow and progress by learning personal and work skills that will last me a lifetime, whatever I choose to do."

7 tips about working together

- We need your personality, energy, and positive attitude.
- Keep your uniform clean and neat.
- Be flexible. Every day may present new challenges – that's one of the things that makes this job interesting and fun.
- Have fun. This is a fast-paced job.
- Become a great communicator. Listen. Talk. Discuss.
- Be on time. Arrive early enough for your shift to make sure you are not late.
- Be polite and respectful.



> 5 tips about serving food

- It's important to always be friendly and smile.
- Take time to learn our menu. The menu offers something for every taste and every part of the day - breakfast, lunch, dinner, and snacks.
- Get every order to the customer as quickly as possible. We want to serve hot food hot and cold food cold.
- Listen closely to the customer to ensure the order is accurate.
- If a customer asks a question about nutrition, give them a nutritional brochure, the toll free number for McDonald's (1-800-244-6227) or direct them to the McDonald's web site (www.mcdonalds.com).

You make it great!

You will be trained on one or more of our stations that are all important to creating a great experience for our customers

lot and lobby

Keep our restaurant clean and safe so customers feel welcome.

front counter

Greet our customers. Take their orders. Thank them with a smile.

drive-thru

Serve our busiest customers.

salads and parfaits

Create these meals and snacks for customers.

the grill

Makes more than 71% of our entrees.

assembly

Create the great McDonald's taste, one sandwich at a time.

fried products

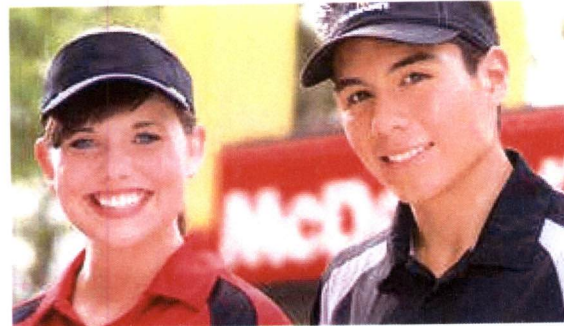
Prepare the chicken and fish, so they're served hot and fresh.

host and hostess

Welcome our customers with your smile.

maintenance

Keep our restaurant looking good and running smoothly.



You

You meet our guest expectations with Gold Quality Standards.

Menu

Our menu choices are varied – and we offer something for everyone.

Taste

What makes a great meal? Special recipes, quality ingredients, and consistent preparation.

Did you know?

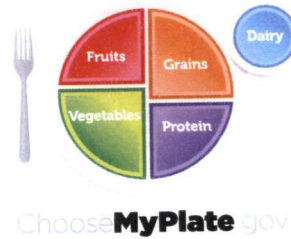
McDonald's spends over 9 Billion Dollars a year to buy the ingredients that make our products. In fact, one of those ingredients is our delicious apples. We purchase over 60 million pounds of apples each year, which makes us the largest purchaser of apples for any US restaurant business.

Also, we buy many of the same brands that you trust and love, like: Tyson, Minute Maid, Dannon, Fresh Express, Quaker and many others.

QUALITY = right time > right temperature > hot foods hot > cold foods cold

When you hear nutrition, what comes to mind...

The government's new nutrition recommendation called MyPlate. MyPlate encourages eating patterns based on balance, variety and moderation of the different food groups.



Let's take a look at just a few of the great-tasting choices at McDonald's that can help our customers get these recommended food groups:

Vegetables

- Premium Salads
- Side Salad

Fruits

- Apple Slices
- Fruit & Walnut s
- Real Fruit Smoothies
- Fruit & Maple Oatmeal

Grains

- Bakery Style Bun served with Premium Chicken Sandwiches
- Fruit & Maple Oatmeal

Dairy

- 1% Low Fat White Milk Jug
- Fruit 'n Yogurt Parfait

Protein

- Grilled Chicken Breast Filet served with Premium Salads,
- Premium Chicken Sandwiches and Snack Wrap
- Canadian Style Bacon on the Egg McMuffin



7 Ways to find nutrition information at McDonald's

In 1973, McDonald's became the first quick-service restaurant to provide nutrition information to customers. We are excited that we now have 7 easy ways to access this information today:

1. mcdonald's.com
2. Mobile nutrition information
3. Nutrition brochure
4. Product packaging
5. Trayliner
6. Toll-free phone line
7. Voice-activated info through our toll-free number



FAVORITES
UNDER 400 CALORIES
each





> **Serving the customer**

Your role:

- Have fun!
 - Be friendly! Give every customer a genuine greeting, thank you and good-bye.
 - Have a positive attitude and be motivated to serve every day.
 - Show appreciation.
 - Be enthusiastic. Add your own personal touch when interacting with others.
- Listen carefully to make sure we get every order right and double check for accuracy.
 - Respond to the individual needs of each customer.
 - If we make a mistake, apologize sincerely and make it right - don't ever argue with the customers.

You

You make the customers feel welcome.
You are the face of McDonald's.

Customers

Learn more about our customers and what they expect when they come to McDonald's.

Did you know?

Ronald McDonald House Charities or RMHC, is our charity of choice here at McDonald's and has been for over 37 years. RMHC was founded in 1974 to create and support programs that improve the health and well-being of children. RMHC Donation Boxes hosted in McDonald's restaurants are the largest source of ongoing RMHC Global fundraising – Over 200 million has been collected!!



QSC&V

Quality

Delivering hot, fresh food. If it's not right, don't serve it.

"The fries are always just right."

Service

Treating customers like special guests. Think like a customer. Provide them with fast, accurate, and friendly service.

"I've been coming to McDonald's since I was a kid."

Cleanliness

Keeping the place spotlessly clean. A clean restaurant is a safe restaurant.

"I like to come and relax with my meal, so it's got to be clean. Clean tables, restaurants - and crew."

Value

Giving customers their money's worth. Value is the total customer experience.

"Our family can eat for under \$20. It's the best deal."

QSC&V are concepts that have always guided everything we do at McDonald's.



Deliver **FAFF**

Fast, Accurate, Friendly & Fries - to our customers each day!

Fast Each customer's service experience is **less than 5 minutes**

Accurate Every customer gets **exactly** what they order

Friendly Each customer receives a friendly **greeting and thank you**

Fries All fries are served **hot, fresh and salted**

When a customer has a complaint

Make a **LAST**ing impression in what you say and what you do.

- > **Listen** attentively.
- > **Apologize** while demonstrating understanding.
- > **Solve** the problem / make it right.
- > **Thank** the customer for their feedback.

Get the manager when:

- There is an accident or injury on McDonald's property.
- The customer wants a refund, or they have accidentally been charged too much. A manager will need to authorize returning money to a customer.
- Someone from the media wants to ask you questions.
- Someone claims that they got sick from eating our food or they found a foreign substance in our food.
- Someone threatens you, makes you nervous, or treats you disrespectfully.
- Someone claims that they have a legal problem with your McDonald's.



"That is something that requires a manager and I will get one for you. Please wait just a minute."



We aspire to be our customers' favorite place and way to eat. To achieve this mission, our actions as individuals and as a system, must reflect our values.

MCDONALD'S VALUES

We place the customer experience at the core of all we do

Our customers are the reason for our existence. We demonstrate our appreciation by providing them with high quality food and superior service, in a clean, welcoming environment, at a great value. Our goal is QSC&V for each and every customer, each and every time.

We are committed to our people

We provide opportunity, nurture talent, develop leaders and reward achievement. We believe that a team of well-trained individuals with diverse backgrounds and experiences, working together in an environment that fosters respect and drives high levels of engagement, is essential to our continued success.

We believe in the McDonald's System

McDonald's business model, depicted by the "three-legged stool" of owner/operators, suppliers, and company employees, is our foundation, and the balance of interests among the three groups is key.

We operate our business ethically

Sound ethics is good business. At McDonald's we hold ourselves and conduct our business to high standards of fairness, honesty, and integrity. We are individually accountable and collectively responsible.

We give back to our communities

We take seriously the responsibilities that come with being a leader. We help our customers build better communities, support Ronald McDonald House Charities, and leverage our size, scope and resources to help make the world a better place.

We grow our business profitably

McDonald's is a publicly traded company. As such, we work to provide sustained profitable growth for our shareholders. This requires a continuing focus on our customers and the health of our system.

We strive continually to improve

We are a learning organization that aims to anticipate and respond to changing customer, employee and system needs through constant evolution and innovation.



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