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McDonald's Restaurants (NZ) Ltd in Consumer Foodservice (New Zealand)

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Abstracts

McDonald’s Restaurants in New Zealand continues to invest in reinventing its image as a more premium family-friendly fast food restaurant. The company actively invests in its corporate social responsibility framework, Journey for Good, as it continues to reduce sugars, saturated fat and sodium in its menu. McDonald’s Restaurants strives to provide more flexibility to its menu as it invests in touch-screen ordering kiosks and kitchen developments, which will allow quality items to be served witho...

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