



McDonald's embraces simply great coffee, with new blend and a fresh new look

Serving up 100% highest grade Arabica beans at an unbeatable value



In line with its ongoing commitment to serving up the highest quality products at the best value, McDonald's Kuwait recently debuted an all-new blend for its signature McCafé line of brewed coffees. The new blend offers a simply great coffee experience at a highly affordable price, with a range of delicious drink choices guaranteed to delight coffee connoisseurs of all kinds.



Earlier this month, McDonald's has unveiled an elegant, and instantly classic, new look for its coffee range, designed to match the new and improved coffee blend. The new smoother, more refined blend features sustainably-sourced, 100% highest grade Arabic beans. Expertly brewed with beans ground fresh for every order, McCafé coffee is crafted with care to offer the ultimate coffee experience without the exorbitant price tag. "We know that everyone is always on the lookout for that perfect cup of coffee and for us that means simply great coffee: premium quality beans in a smooth and carefully cultivated blend, for a freshly brewed cup of coffee perfection every time," said Sherif Coutry, Senior Marketing Director at McDonald's Kuwait. "We are in the business of creating feel good moments, and I personally can't think of anything that is more feel good than a cup of coffee done just right."

As part of the launch campaign for the new blend, McDonald's also recently kicked off a three-day creative activation, offering people the chance to find out the answer to the question "If you were a coffee, what coffee would you be?". The brand set up an instantly eye-catching booth right in the middle of The Avenues: a life-size coffee cup featuring an interactive digital screen. By completing a simple, quick and fun quiz on the screen, people were able to find out just what kind of coffee they really are – and enjoy a cup of that very same coffee for free, courtesy of McDonald's Kuwait.

"Great coffee is simple and does not have to come with a hefty price tag. We are extremely proud of our quality coffee and we wanted to give everyone the chance to experience our new blend for themselves, on the house," added Coutry.

The new blend is available at all McCafé locations, as well through all available delivery services. To learn more about McCafé and all its offerings, you can visit [McDonalds.com](https://www.mcdonalds.com) or follow McDonald's Kuwait on Instagram, Facebook and Twitter (@McDonaldsKuwait).

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