

MEDIA RELEASE

22 October 2025

The Big Arch has landed, bringing big beef, big cheese and one big truckload of flavour



McDonald's has officially added The Big Arch to menus across Aotearoa, bringing Kiwis a half-pound of juicy beef, three layers of melty cheddar cheese and crispy onions – all stacked high and made for big appetites.

Made for those big hunger moments, The Big Arch is hearty, delicious and delivers on satisfaction. It's packed with everything Kiwis love about a classic Macca's burger, just bigger, perfect for when you're after a feed that really hits the spot.

To celebrate its arrival, Macca's is taking The Big Arch on a five-day road trip around the North Island, giving away 500 free burgers along the way. The Big Arch Tour will see a giant burger boxed and delivered around the country, announcing the arrival of Macca's biggest burger yet.

Each day, 100 people who spot the Big Arch truck, snap a photo, and share it on Instagram or Facebook tagging @mcdonaldsnz will score themselves a free Big Arch burger.

McDonald's New Zealand Managing Director Kylie Freeland says the Big Arch is a bold new addition to the menu that delivers on flavour and fun.

"The Big Arch is made for those bigger hunger moments – it's hearty, delicious and packed with everything Kiwis love about a classic Macca's burger. We're marking its launch in true

Macca's style by taking it on the road and sharing it with communities across the country."

The Big Arch Tour kicks off in Auckland on Wednesday 22 October, heading through Tauranga, Hawke's Bay, Wellington and beyond before returning home via Hamilton on Sunday 26 October.

Full route details and daily stop locations will be shared on Macca's social channels throughout the week.

-ENDS-

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About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are over 170. McDonald's restaurants across New Zealand, 85 percent of which are owned and operated by local businessmen and women. The organisation employs over 11,000 people in restaurants nationwide and is one of New Zealand's largest employers of youth. In 2024, McDonald's spent more than \$235 million with local suppliers, while New Zealand producers exported over \$287 million of food to other McDonald's markets around the world. McDonald's is the primary supporter of Ronald McDonald House Charities New Zealand, who keep families close while their children are in hospital.