

Wednesday 16th July 2025



The McRib[®] is back in NZ

Saucy, smoky, and finally here.



Auckland, New Zealand (16.07.25) -

The wait is over. The McRib, one of McDonald's most talked-about items, is back on Kiwi menus for a limited time.

A global favourite and a fan obsession, the McRib has earned cult status for good reason. Made with tender, juicy pork patty, smothered in tangy BBQ sauce, topped with pickles and onions, and served in a soft homestyle bun. It's big on flavour, bold in personality, and unapologetically saucy.

Returning to NZ shores for the first time since 2019, the McRib is back to satisfy the cravings of longtime fans and newcomers alike.

Whether you've been waiting years or just curious about the hype, now's your chance to try a bite of Macca's history.

The McRib is available now at participating McDonald's restaurants and via McDelivery[®] nationwide, while stocks last.

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Or visit: <https://mcdonalds.co.nz/> for more information



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 business men and women. The organisation employs over 11,000 people in restaurants nationwide and is one of New Zealand's largest employers of youth. In 2022, McDonald's spent more than \$214 million with local suppliers, while New Zealand producers exported over \$384 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.

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