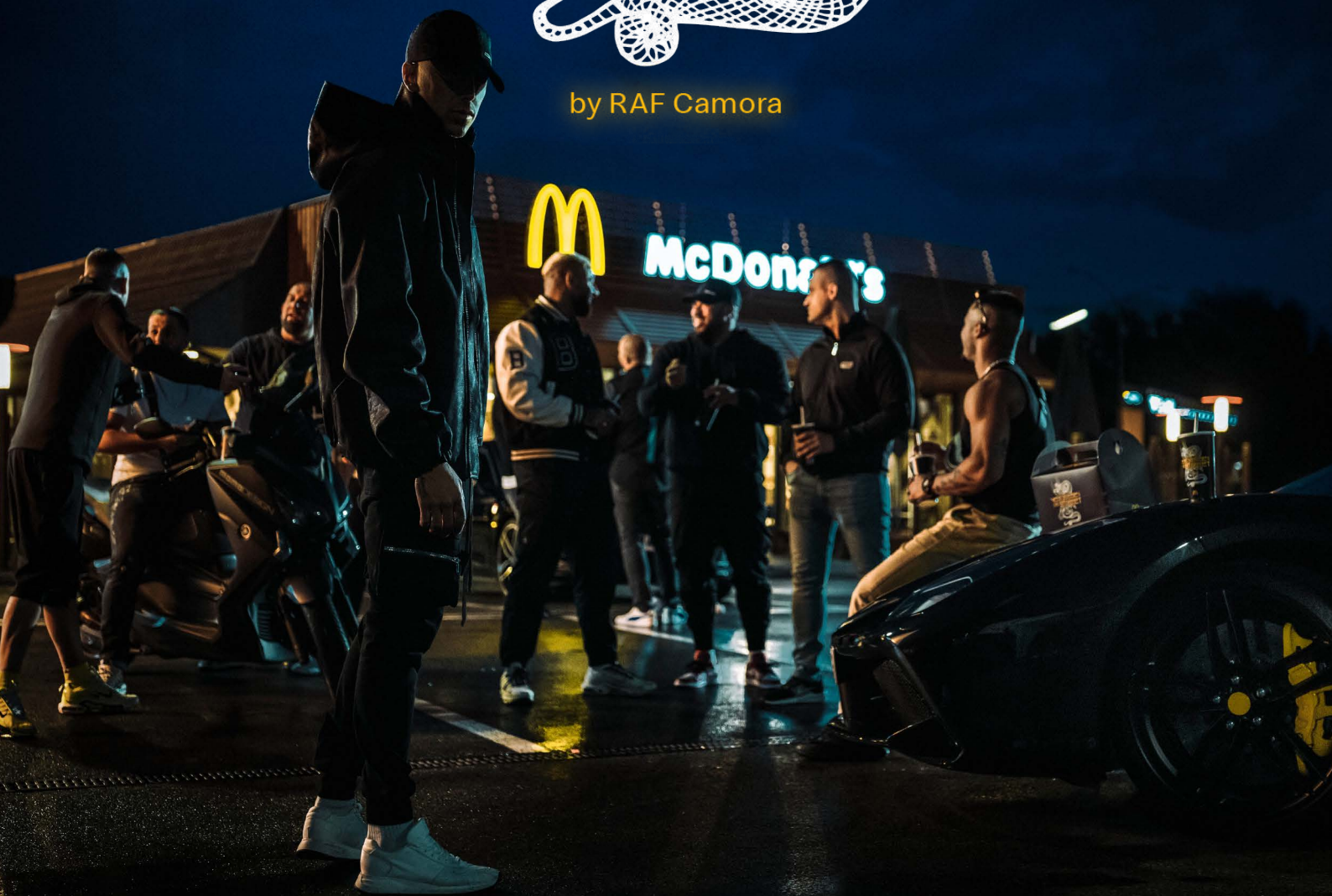




by RAF Camora



McDonald's Austria Press Release | Brunn am Gebirge, 20 September 2022



McDonald's Austria and rapper RAF Camora join forces – new menu available now

## “Vergesse nie die Street”: McDonald's Austria and rapper RAF Camora launch special menu

McDonald's Austria, together with Austrian rapper RAF Camora, presents a special RAF Camora menu, available now at all McDonald's restaurants in Austria. The partnership is the first Famous Orders menu collaboration with a German-speaking artist, as RAF Camora follows in the footsteps of global celebrities such as Travis Scott and Kanye West. The menu, called “Vergesse nie die Street” (“Never Forget the Street”), in reference to RAF Camora's hit song, includes two cheeseburgers, six Chicken McNuggets, large fries with a choice of two sauces in a limited-edition box and a large cold drink in a custom-designed cup – perfect for sharing with your crew.

Especially observant fans of the rapper had already suspected that RAF Camora and McDonald's Austria were planning something together. The local artist's call out to his followers to join him for a burger night at the McDonald's restaurant on Mariahilfer Straße in Vienna last Sunday, where he handed out free cheeseburgers to his fans, only increased the rumors of a collaboration between the leading fast food service organization and the Austrian rapper, who recently released his new album Palmen aus Plastik 3 together with Bonez MC. “The ‘Vergesse nie die Street’ menu is all about community and solidarity – you don't eat this menu by yourself, you share it with your boyz. The collaboration is about showing that you should never forget where you came from,” RAF Camora says, explaining the inspiration behind his McDonald's menu.

### Internationally successful promotional campaign with first German-speaking artist

The exclusive, internationally recognized Famous Orders menus give patrons the opportunity to enjoy their favorite McDonald's menu created by global stars and celebrities. RAF Camora is the first German-speaking artist to follow in the footsteps of world-famous personalities such as Travis Scott or Kanye West. “RAF Camora is an exceptional artist with a large and loyal fan base. We are therefore very pleased to be able to offer the ‘Vergesse nie die Street’ menu by RAF Camora – the first Famous Orders menu by a German-speaking artist – in our restaurants from now on”, says McDonald's Marketing Director Benedikt Böcker.

### “Never forget the street – never forget your crew”

With more than 90 gold and platinum awards, sold-out concerts and festival headliner shows, as well as countless number one albums, RAF Camora is one of the most influential musicians in the German-speaking world. His artistic work focuses above all on the connection to his own roots and the importance of solidarity with his family, his crew. It is precisely this message that is being paid tribute to in the new Famous Orders menu „Vergesse nie die Street“, as the menu, consisting of two cheeseburgers, six Chicken McNuggets, large fries with a choice of two sauces – including a special fry dip in the „Vergesse nie die Street“ design – and a large cold drink, has been specifically designed to share with your crew. An exclusive „Vergesse nie die Street“ menu voucher for MyMcDonald's members is available via the McDonald's app for €9.90.

The „Vergesse nie die Street“ menu by RAF Camora is available starting 20 September in all 200 McDonald's restaurants and McDrives throughout Austria, while supplies last.

For more information, visit [www.mcdonalds.at](http://www.mcdonalds.at)

## Print quality images for download

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The RAF Camora menu is now available at all McDonald's restaurants in Austria.

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The "Vergesse nie die Street" menu encourages you to share with your crew.

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RAF Camora and McDonald's Austria both stand for the values of community and solidarity.

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RAF Camora's artistic work focuses above all on the connection to his own roots and the importance of solidarity with his crew.

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MyMcDonald's members can get an exclusive "Vergesse nie die Street" menu voucher for €9.90 via the McDonald's app.

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For RAF Camora, the aim of the collaboration is to show that you should never forget where you came from.

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RAF Camora's "Vergesse nie die Street" menu is McDonald's first Famous Orders menu collaboration with a German-speaking artist.

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The "Vergesse nie die Street" menu by RAF Camora is available starting 20 September – while supplies last.

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Two cheeseburgers, six Chicken McNuggets, large fries with a choice of two sauces and a large cold drink – that's the "Vergesse nie die Street" menu from RAF Camora.

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## About McDonald's Austria

McDonald's Austria currently operates around 200 restaurants and employs 9,600 people from 92 nations. More than 90% of McDonald's Austria restaurants are operated by 40 franchise holders, most of whom are family businesses employing around 50 people per restaurant. Taxes on all profits are paid in Austria, as are the profits of McDonald's Austria itself. The national market leader in system catering takes its social, ecological and economic responsibility seriously and, as the largest restaurant partner for Austria's agricultural sector, sources around 70% of the ingredients used in the entire product range from within Austria. This figure is being constantly increased. Specific targets are also being pursued in the field of environmental protection and recycling: in addition to the continuous reduction of CO<sub>2</sub> emissions, the waste at every McDonald's restaurant in Austria is collected and separated and over 90% is recycled. New packaging solutions will further increase the share of guest packaging made of paper and cardboard from currently 91% this year. By 2025, 100% of all guest packaging will come from renewable, recycled or certified sources. Further information on what has been achieved so far and the goals for 2025 can be found at [www.mcdonalds.at/care](http://www.mcdonalds.at/care).

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