



## McDonald's Austria

Brunn am Gebirge/Vienna, 31st August 2023

# McDonald's Austria launches limited nail polish collection and opens MyManicure Nail Studio in Vienna

**With the exclusive limited edition “MyTaste – MyManicure” nail polish collection, McDonald's Austria presents five limited nail polishes in the colors of McDonald's most popular sauces. The nail polishes have been available since August 29 at all McDonald's restaurants in Austria for registered users of the MyMcDonald's bonus program in the McDonald's app, while supplies last. But that's not all! To celebrate the launch of “MyTaste – MyManicure”, the Austrian system catering market leader has also opened the MyManicure Nail Studio in Vienna, the world's first McDonald's pop-up nail studio for a McDonald's-inspired manicure.**

For three days, fans and fashionistas can get their nails done by professional nail artists in the color of their favorite McDonald's sauce free of charge at the **MyManicure Nail Studio in Vienna**. Another highlight besides the manicure is the MyManicure claw machine, where guests can try their luck with a chance to win their favorite McDonald's nail polish – all accompanied by cool DJ sounds. *“The world's first McDonald's pop-up nail salon is a gift to our fans and guests as a way to not only celebrate our limited nail polish collection but also as a unique experience,”* says **Patrizia Seyler**, Team Lead Marketing Digital at McDonald's Austria, at this week's pre-opening, where local influencers were also on hand to get a manicure at the McDonald's nail salon themselves.

## Worldwide Premiere

The “MyTaste - MyManicure” Limited Edition includes Tomato Ketchup in bold red, Sour Cream nail polish in classic white or Cocktail, which is in soft pink and peach colors. The color palette is complemented by Sweet and Sour in nuanced orange with silver and gold glitter and Barbecue in smoky dark brown.

## Good taste right up into the fingertips

The strictly limited **“MyTaste – MyManicure” nail polishes** have been available **since August 29** at all McDonald's restaurants in Austria for registered users of the MyMcDonald's bonus program in the McDonald's app, while supplies last. Users can purchase one of the limited-edition nail polishes for 50 Ms. The **MyManicure Nail Studio in Vienna** is open until August 31. For more information and to book an appointment, visit the Austrian McDonald's App.

**Further Information and images for download on [Pressemitteilungen - McDonald's \(mcdonalds.at\)](https://www.mcdonalds.at/pressemitteilungen)**

**>> Images are available on the following page**



## Images

@ Philipp Lipiarski



Local influencers Laurer Koeninger (left) and Mio Paternoss (right) with Lisa Novak and Patrizia Seyler were on hand to get a manicure at the McDonald's nail studio themselves.

[Downloadlink](#)



To celebrate the launch of "MyTaste – MyManicure", the Austrian system catering market leader has also opened the MyManicure Nail Studio, the world's first McDonald's pop-up nail studio in Vienna for a McDonald's-inspired manicure.

[Downloadlink](#)



The five limited nail polishes are available in the colors of McDonald's most popular sauces.

[Downloadlink](#)



Spoilt for choice: Influencer Mio Paternoss' fingernails shine in all five nail polish colours.

[Downloadlink](#)





For three days, fans and fashionistas can have their nails done by professional nail stylists in the color of their favorite McDonald's sauce free of charge at the MyManicure Nail Studio in Vienna.

[Downloadlink](#)



The strictly limited "MyTaste – MyManicure" nail polishes have been available since August 29 at all McDonald's restaurants in Austria for registered users of the MyMcDonald's bonus program in the McDonald's app, while supplies last.

[Downloadlink](#)



The five strictly limited nail polishes are available in the colours Barbecue, Sweet and Sour, Tomato Ketchup, Cocktail and Sour Cream.

[Downloadlink](#)

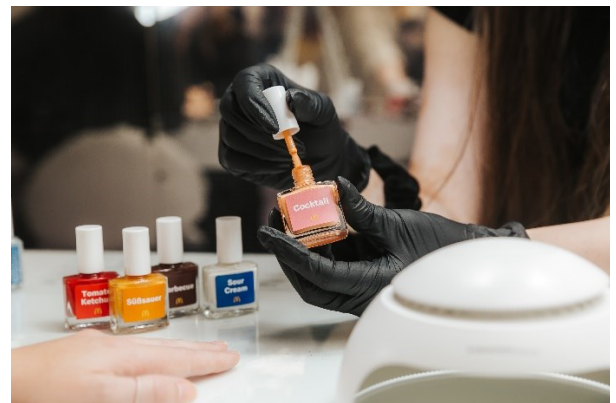
In addition to a free McDonald's-inspired manicure, guests of the MyManicure nail studio can try their luck at the gripping machine and win one of the coveted nail polishes on site.

[Downloadlink](#)



The three-day event will be musically accompanied by DJ "Glitzer und Bass", who will ensure a good mood among the guests with her rhythmic sounds.

[Downloadlink](#)



The nail polishes are inspired by the most popular McDonald's sauces of the Austrian guests.

[Downloadlink](#)





From left to right: Alina Höflechner (Marketing Professional at McDonald's Austria), Lisa Novak (Head Of Marketing & Digital at McDonald's Austria), Patrizia Seyler (Team Lead Marketing Digital at McDonald's Austria), Mariana Jörg (Marketing Professional at McDonald's Austria) and Jessica Schreckenfuchs-Vallant (Communications Professional at McDonald's Austria) at the official opening of the MyManicure Nail Studio.

[Downloadlink](#)

## About McDonald's Austria

McDonald's Austria currently operates 200 restaurants and employs 9,600 people from 92 nations. More than 90% of the restaurants are operated by 38 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. In addition to paying over €200 million in federal taxes and duties every year, McDonald's Austria and its franchise holders invest between €30 million and €50 million annually in employees, restaurants and the guests' dining experience. With an annual gross value added of more than €600 million, the system catering market leader has the same economic significance for Austria as the European Football Championship in 2008. Each McDonald's restaurant in Austria creates an average value-added effect of about €2.5 million. The national market leader in system catering takes its social, environmental 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. 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 <https://www.mcdonalds.at/care>.

## Contact McDonald's Austria

Wilhelm Baldia | Head of Corporate Communications | +43 (0)664 8534999 | E-Mail: [Wilhelm.baldia@at.mcd.com](mailto:Wilhelm.baldia@at.mcd.com)  
 Jessica Schreckenfuchs-Vallant | Communications Professional | +43 (0)664 8534896 | E-Mail: [jessica.schreckenfuchs-vallant@at.mcd.com](mailto:jessica.schreckenfuchs-vallant@at.mcd.com) | Website: [mcdonalds.at/pressekontakt](https://mcdonalds.at/pressekontakt)