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# FAST FOOD

## HISTORY

### White Castle

In 1921 in USA, Kansas was opened first hamburger eatery, selling hamburgers for 5 cents each.

### Trick

People did not trust this food, and the company went to a trick: they employed actors in white coats, portraying doctors, thus showing that " even doctors buy this food." Oddly enough, it worked.

### Opponent

In 1950s White Castle got an opponent – McDonalds. McDonald's was a success because it had a varied menu, from beef burgers to salads, and because they had such features as: drive-in, clown McDonald, and children's sets for children.

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| --- | --- |
| 1960 | 228 |
| 1968 | 1000 |
| 1000 | 3076 |
| 1980 | 6263 |
| 1984 | 8300 |
| 1990 | 11800 |
| now | More than 30k |