

Viewing: The history of McDonald's

M 1



Watch a short video on the history of the fast food giant McDonald's and learn about franchising.

Tasks

1. **Global comprehension:** Watch the film sequence "McDonald's: The Origins of a Fast Food Empire (up to 6:38 min) and answer the following questions. Take notes while watching and later answer in full sentences.

- What did the McDonald brothers do and how did they improve their business?
- Who was Ray Kroc and what did he do to make McDonald's popular around the world?
- How did McDonald's change over the years and what was the company's success?



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2. **Detailed comprehension:** Have a look at the timeline below. It shows the major changes in the history of McDonald's. Put the years in the right place. Concentrate on the important facts highlighted in bold.

1940 • 1948 • 1954 • 1961 • 1965 • 1972 • 1988 • 2006

	Year
a) The McDonald brothers open McDonald's Barbecue Restaurant in San Bernardino, California. It is a typical drive-in featuring a large menu and carhop service.	
b) The Egg McMuffin is added to the national menu. Later on Chicken McNuggets also become part of the menu.	
c) Salesman Ray Kroc visits McDonald's in San Bernardino to sell the brothers more Multimixers. Kroc is fascinated by the operation and becomes the company's nationwide franchising agent .	
d) The Filet-O-Fish sandwich is the first item to be added to the national menu.	
e) There are 10,000 restaurants worldwide .	
f) The McDonald brothers reduce the menu to nine items with the hamburger as a top seller for 15 cent and redesign the kitchen and cooking process. After the makeover, the restaurant reopens as a self-service drive-in .	
g) McDonald's System, Inc. purchases the rights from the McDonald brothers for \$2.7 million .	
h) The franchise undergoes its first major redesign since the 1970s . It is changed into the so-called „ Forever Young Design “ with sofas.	