**EXECUTIVE SUMMARY**

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This report first analyzes aspects of Oregon, such as the demographics, the primary food industries, and the eating preferences of the local population. It then presents three menu items from McDonald’s international menus that should be featured in the “Taste of the World” campaign that will debut in Oregon, USA.

**Motivation for the “Taste of the World” Campaign**

In the United States of America, McDonald’s focus has been on improving its food quality, rather than the innovation of new menu items. However, recent studies show Americans’ increasing interest and receptiveness towards ethnic foods. To capitalize on these findings, McDonald’s sought a new approach that would appeal to these Americans and thus, decided to initiate a new “Taste of the World” campaign, using the state of Oregon as its first experimental ground.

**A Study of Oregon**

Based on both the survey and a statistical research on Oregon, the marketing team filtered for three items from McDonald’s international menus that best fit with Oregonians’ taste preferences.

The state of Oregon is located on the Northwest coast of the United States. Its climate allows for more than 250 different products to be grown or cultivated in the state, among which are milk, cattle, berries, potatoes, and wine grapes. The coastal region of Oregon also yields abundant harvests in Dungeness crabs, pink shrimps, salmon, and Albacore Tuna. Overall, Oregon contains a population of about 4 million people, with 12.2% of its population either Hispanic and/or Latino.

For this study, a questionnaire was given to 200,000 Oregonians that asked about their eating preferences and opinion on McDonald’s. Results from the questionnaire show that Oregonians are receptive towards the possibility of ethnic foods being added to the menu at their local McDonald’s. It also indicates that Oregonians have a preference for Japanese, Italian, and Mexican cuisine.

**The Three Menu Items to Feature in the Campaign**

Menu items were mainly selected based on findings from the questionnaire. Results show that the following three items from McDonald’s international menus would best cater to Oregonians:

* **Mexico’s McMolletes** caters towards the Hispanic and/or Latino population in Oregon. It also fits Oregonians’ preference for Mexican cuisine. The cheese on the McMolletes can be made optional, providing a way to cater to Oregonians who are vegetarian.
* **Italy’s Spinach & Parmesan Cheese Nuggets** caters towards Oregonians’ preference for Italian cuisine. It also provides an opportunity for McDonald’s to work closely with Oregon’s famous creameries such as Rogue Creamery or Tillamook County Creamery Association to add a local flavor to the dish.
* **Japan’s Korokke Burger** caters towards Oregonians’ preference for Japanese cuisine. It is made primarily of shrimp, potatoes, and cheese—all of which can easily and freshly provided by Oregon’s farmers and seafood harvesters.