

McDonald's@60!

Celebrating Sixty Years of Hamburger History



1971

Famous "You deserve a break today" campaign debuts



1971

The famous McDonaldland characters are introduced, including the Hamburglar, Grimace, Mayor McCheese, Captain Crook and Officer Big Mac

1968

The iconic Big Mac sandwich is created by McDonald's franchisee Jim Delligatti in Pittsburgh



1967

First McDonald's international restaurants debut in Canada and Puerto Rico



1965

Company's first public stock offering of \$22.50 per share



1965

The Filet-O-Fish sandwich is invented by McDonald's franchisee Lou Groen in Cincinnati



1961

Hamburger University opens in the basement of an Elk Grove Village, IL restaurant. There are now seven locations worldwide: Sao Paulo; Munich; London; Oak Brook, IL; Sydney; Tokyo; Shanghai



1955

At age 52 Ray Kroc opens 1st restaurant in Des Plaines, IL. First day sales were \$366.12, and the original menu featured hamburgers, cheeseburgers, malt shakes, French fries, coffee, milk and soft drinks.



1974

The Shamrock Shake is introduced in Philadelphia to help build the first Ronald McDonald House

1974

The famous Big Mac jingle, "Two all beef patties special sauce lettuce cheese pickles onion on a sesame seed bun," is introduced



1975

The Egg McMuffin, created by Santa Barbara, CA franchisee Herb Peterson, launches on McDonald's menus



1975

First drive-thru is introduced at a restaurant in Sierra Vista, Arizona



1979

The first Happy Meal debuts with a circus wagon theme



1982

The perennial favorite McRib sandwich is added to the McDonald's menu



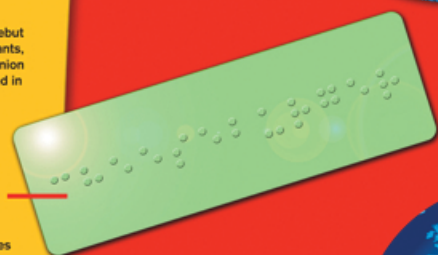
1983

Chicken McNuggets debut at McDonald's restaurants, after initial testing of onion nuggets were scrapped in favor of chicken



1983

McDonald's introduces braille menus in its restaurants



1990

McDonald's opens first Russian location in Pushkin Square, Moscow, still one of the largest McDonald's in the world with 900 seats and more than 20 cash registers



1990

The first McDonald's restaurant in China opens in Shenzhen



1987

Monopoly debuts in McDonald's restaurants in the U.S.

1996

McSki-thru, the only McDonald's restaurant in the world where you can do a drive-thru and ski-thru, opens in Sweden



1997

McDonald's launches wildly-popular Teenie Beanie Baby happy meals



2000

"We Love to see you smile" campaign airs in U.S.



2003

The first global campaign, "I'm lovin' it," appears in many different languages and forms...me encanta, Ich liebe es, and more



2010

McDonald's offers visitors free wi-fi at restaurants worldwide



2013

Ronald McDonald sets Guinness World Record for the largest gathering of redheads at the 2013 Redhead Days Festival in the Netherlands, accompanied by more than 1,672 redheads



2014

McDonald's opens in Vietnam, where customers often visit drive-thrus on scooters



2015

McDonald's will officially reach 120 countries, with the addition of Kazakhstan



36,000 restaurants
69 million customers a day

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