



McDonald's Austria Press Release

Brunn am Gebirge, November 19, 2024

Exclusive Merchandise for McDonald's Fans

Iconic Candle Collection: McDonald's Austria Presents Limited-Edition Collection of Scented Candles



An absolute *scent*-sation for fans of McDonald's: On November 19, just in time for the shorter days of winter, McDonald's Austria is presenting its Iconic Candle Collection, three strictly limited-edition candles featuring the scents of popular McDonald's products. The apple pie, McFlurry and fries candles are available at all McDonald's restaurants in Austria exclusively for MyMcDonald's loyalty members, while supplies last.

The days are getting shorter, the nights longer – it's that time of year again when people like to snuggle up at home. Combining candlelight and the unique McDonald's vibe, McDonald's Austria is launching a **strictly limited Iconic Candle Collection** on November 19 for a cozy, McDonald's-inspired seasonal atmosphere at home, perfect for the start of the cold winter season. MyMcDonald's loyalty members can get the limited-edition scented candles either with loyalty points or by redeeming an offer, where they get a candle for free with purchase of a large McMenu.

European Premiere

The Iconic Candle Collection features three difference **fragrances: apple pie**, with notes of apple and a delicate hint of cinnamon; **McFlurry**, for the ultimate McDonald's experience with a touch of vanilla; and **fries**, promising a unique mix of golden-brown potato scent accompanied by a delicate savory note.



"It is part of McDonald's DNA to constantly inspire our fans with special ideas. That's why we are delighted to present the Iconic Candles Collection, Europe's first McDonald's-inspired scented candle collection, offering our fans a unique and recognizable McDonald's fragrance experience at home," says **Mariana Jörg**, Team Lead Digital Strategy & Activation at McDonald's Austria.

Exclusive Audio Stories by Successful Austrian Authors

The limited-edition candle collection is accompanied by three audio stories from renowned **Austrian authors Vea Kaiser, Valerie Fritsch and Stefan Slupetzky**, available via the McDonald's Austria app and on Spotify. Stefan Slupetzky's *"Aufruhr in Wutz"* ["Turmoil in Wutz"] tells the story of a curious crime committed in relation to the feud between the towns of Oberwutz and Unterwutz over the smell of fries. *"Sommer, Sommer, Sommer"* ["Summer, Summer, Summer"] by Valerie Fritsch is dedicated to the McFlurry candle and to the memory of a fantastic summer of freedom, memorable moments and the first great love. Vea Kaiser's *"Der Geruch von Apfel und Zimt"* ["The Smell of Apple and Cinnamon"], which pairs well with the apple pie candle, is a humorous story about a young Viennese man named Joschi whose journey from his hometown to the US is paved with curious moments.



“Heartwarming Like an Apfeltasche”, “Melting for a McFlurry” and “Burning Love for Fries”

The strictly limited scented candles will be available starting **Tuesday, November 19, 2024**, at all McDonald’s restaurants in Austria for registered users of the MyMcDonald’s bonus program in the McDonald’s Austria app for 30 loyalty points or by redeeming an offer, where MyMcDonald’s members get a candle for free with purchase of a large McMenu, while supplies last.

More information:

www.mcdonalds.at

[Iconic Candle Collection Audio Stories on Spotify](#)

>>> Press images are provided on the following pages >>>

Press images

Photos: McDonald's Austria



The launch of the Iconic Candle Collection is being accompanied by a campaign that includes 3D animations of the scented candles on social media and fake out-of-home elements.

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November promises to be especially fragrant this year: “Heartwarming Like an Apfeltasche”, “Melting for a McFlurry” and “Burning Love for Fries”.

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This winter will be cozier than ever, with a McDonald's-inspired seasonal mood thanks to the limited-edition Iconic Candle Collection from McDonald's Austria exclusive for loyalty members.

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The three fragrances of the Iconic Candle Collection – apple pie, McFlurry and fries – will be available starting Tuesday, November 19, 2024, at all McDonald's restaurants in Austria for registered users of the MyMcDonald's bonus program for 30 loyalty points in the McDonald's app or for free with purchase of a large McMenu, as long as supplies last.

[Download link](#)



On November 19, just in time for the shorter days of winter, McDonald's Austria is presenting its Iconic Candle Collection: three strictly limited-edition candles featuring the scents of apple pie, McFlurry, and fries.

The Iconic Candle Collection comes in a stylish package – neither of which, is suitable for consumption.

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How about an iconic candlelight dinner? With one of the following scents: “Heartwarming Like an Apfeltasche”, “Melting for a McFlurry”, and “Burning Love for Fries”.

Registered users of the MyMcDonald's bonus program have a keen nose for the right scent and can easily redeem their bonus points for the Iconic Candle Collection in the app.

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[Available individually cropped] “Burning Love for Fries?” “Melting for a McFlurry?” or “Heartwarming Like an Apfeltasche?”

[Available individually cropped] The Iconic Candle Collection offers a choice of three fragrances to suit your personal taste.

[Download link](#) (fries)
[Download link](#) (McFlurry)
[Download link](#) (apple pie)

[Download link](#) (fries)
[Download link](#) (McFlurry)
[Download link](#) (apple pie)



Mariana Jörg (McDonald's Austria) is delighted to present the Iconic Candles Collection, Europe's first McDonald's-inspired collection of scented candles.

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The limited-edition candle collection is accompanied by three audio stories from Austrian authors Veia Kaiser, Valerie Fritsch, and Stefan Slupetzky, available via the McDonald's app and on Spotify. (Pictured: narrator Ben Kruschke)

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Author Stefan Slupetzky contributed an audio story to accompany with the McDonald's Iconic Candle Collection.

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Stefan Slupetzky with his favorite fragrance – fries – from the limited-edition Iconic Candle Collection.

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Austrian writer Veia Kaiser with the apple pie fragrance from the Iconic Candle Collection by McDonald's Austria.

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Chilling on the couch at home, bathed in the fragrant candlelight of the Iconic Candle Collection while listening to the voice of Veia Kaiser – McDonald's Austria makes it possible.

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Author Valerie Fritsch also contributes to the Iconic Candle Collection from McDonald's Austria with the audio story 'Sommer, Sommer, Sommer' ["Summer, Summer, Summer"].

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Information about the audio stories (in German language)

Audio Story #1 Iconic Candle "Fries"

Stefan Slupetzky: "Turmoil in Wutz" (approx. 25 min.)

The feud between Oberwutz and Unterwutz is so old that no one can remember how it actually began. But after a curious crime, the situation threatens to escalate for good. Friends Franz and Maria set off in search of clues to prevent the unthinkable from happening. Can they solve the crime in time and save their towns?

Audio Story #3 Iconic Candle "Apple Pie"

Vea Kaiser: "The Smell of Apple and Cinnamon" (approx. 60 Min.)

Vea Kaiser tells the humorous story of a young Viennese man name Joschi who, by a fateful coincidence, has to leave home and emigrate to America. His journey is paved with curious moments, strange encounters and a curious world that he never really wanted to enter...

Audio Story #2 Iconic Candle "McFlurry"

Valerie Fritsch: "Summer, Summer, Summer!" (approx. 25 min.)

The moving story of a fantastic summer full of freedom, memorable moments and the first great love. A tale of growing up in strange houses and a caring grandmother. On the gleaming balcony that shines forever in the heart. Touching and told with great finesse.

Link to the Spotify playlist:



[Link](#)

About McDonald's Austria

McDonald's Austria currently operates around 200 restaurants and employs 9,600 people from 92 nations. More than 90% of the restaurants are operated by 43 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 CO₂ 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 93% 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>.

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