



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

Thursday, September 15, 2016

Media Contacts:

Communications Pacific

Sherri Riggi    Francesca Weems

(808) 543-3519    (808) 543-3590

(808) 782-5180    (808) 640-7125

### **McDONALD'S® RESTAURANTS OF HAWAII CELEBRATES NATIONAL COFFEE DAY WITH FREE COFFEE FROM 6 A.M. to 11 A.M.**

**HONOLULU** – Calling all coffee lovers! For the second year in a row, McDonald's® Restaurants of Hawaii and Hawaii Coffee Company are joining forces to celebrate National Coffee Day. On Thursday, September 29, McDonald's customers will get a FREE, hot brewed (regular drip), small cup of McCafé® Royal Kona® Blend Coffee with any purchase from 6 a.m. to 11 a.m. The offer excludes iced coffee and McCafe specialty drinks.

"Providing a free cup of coffee on National Coffee Day is a great way for us to celebrate our customers and say mahalo for their continued support," said Melanie Okazaki, McDonald's Restaurants of Hawaii regional marketing manager. "Our customers like to jump start their day with our premium roast Royal Kona Blend Coffee which has a rich and bold taste that they love."

Royal Kona Blend Coffee is an exclusive blend found only at McDonald's restaurants in Hawaii. For the past 48 years (since McDonald's first Hawaii restaurant opened in Aina Haina in 1968), McDonald's has been serving the Royal Kona Coffee brand in its restaurants.

(more)

"McDonald's partnership reinforces its commitment to working with local vendors to bring Hawaii's consumers the very best, which will be showcased on National Coffee Day," said Jim Lenhart, vice president of sales and service for Hawaii Coffee Company. "Our partnership has not only allowed us to create great local coffee products sold exclusively in McDonald's across Hawaii, but it has also created jobs to help stimulate the economy by supporting local farmers. Over 100 of our employees are dedicated to producing high-quality coffee products for McDonald's."

Recently, when McDonald's USA moved to using sustainable coffees in their espressos and cappuccinos, Hawaii Coffee Company procured green sustainable coffees and now roasts these locally for McDonald's of Hawaii as well.

Be sure to download the [McDonald's App](#) and join the McCafe Rewards program to start earning rewards today! Buy any five McCafe items using the app and get one (any size) McCafe beverage item free.

#### **About Royal Kona Coffee**

Royal Kona Coffee was founded in 1968 and has a long and rich history that dates back to the days before Kona Coffee was known throughout the world. The dream was to market Kona Coffee to International fame so coffee drinkers of the world could know the Aloha flavor of this little-known bean from Kona, Hawaii. At Royal Kona Coffee, we offer the freshest Kona Coffee and Peaberry Kona, as well as Kona blends created by world-renowned Chefs, flavored Kona blends and more. When you choose Royal Kona Coffee, you're enjoying almost half a century of roasting experience in every cup.

#### **About McDonald's Restaurants of Hawaii**

McDonald's Restaurants of Hawaii has 82 restaurants and more than 5,200 employees in Hawaii, Guam and Saipan. In Hawaii alone, the company has 74 restaurants and more than 4,600 employees. McDonald's total economic impact on the state yearly, directly and indirectly, is about \$370 million in spending and nearly 12,000 jobs in the community. McDonald's prides itself on offering career opportunities to employees, with most managers staying with the company for more than 18 years. Follow McDonald's Restaurants of Hawaii on Twitter at @McDonaldsHawaii.

#### **About McDonald's USA**

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 25 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter @McDonalds and Facebook [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).