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McDonald’s India opens 50th McCafé

McCafé aims to establish a leadership position in the coffee market by offering freshly brewed, barista-crafted, great-tasting coffee made with 100 per cent Arabica beans

By **Shraddha Warde** | May 23, 2024



McCafe+Image+(1)

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McDonald’s India - North and East has strengthened its coffee presence with the opening of the 50th McCafé in Noida. This expansion is a part of McDonald’s India – North and East’s growth strategy, leveraging the key tenets of McCafé, which is McDonald’s in-restaurant, coffee brand making great tasting coffee accessible to coffee lovers around the world.

McCafé aims to establish a leadership position in the coffee market by offering freshly brewed, barista-crafted, great-tasting coffee made with 100 per cent Arabica beans, sourced sustainably (certified by the Rainforest Alliance). Every cup of McCafé is handcrafted by skilled Baristas, who are provided extensive training in the art of making the perfect cup of coffee. McCafé offers a range of hot and cold beverages such as Mocha, Hot Chocolate, Americano, Frappé, coolers, shakes and delectable food. McCafé classic cappuccino is priced at Rs. 99 (starting), demonstrating the brand’s continued commitment to affordability.

Commenting on the opening of 50th McCafé, Rajeev Ranjan, Managing Director, McDonald’s India - North and East, said, “We are excited to launch our 50th McCafé offering Barista crafted, great-tasting coffee, served in a warm and welcoming environment at a very affordable price. We are delighted with the rapidly increasing acceptance and preference of our McCafé offerings among our esteemed customers. We plan to rapidly expand our McCafé footprint and keep providing feel-good, delicious moments to our customers.”

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