



# McDonald's Value Platform Strategy Present, Past and Future

**Thursday, December 13<sup>th</sup> 2018**  
**2:00PM- 3:00PM (CST)**

McDonald's Bigger Bolder Vision 2020 is committed to providing customers Better Value, launching \$1, \$2, \$3 Dollar Menu. Michelle Witkowski, Manager US Supply Chain and David Ehrlich, Marketing Manager, Value and Deal Planning Strategy, will educate the Supplier Network on the results of current value platforms, what the future of value looks like at McDonald's and how it impacts the supplier community. We will also get a sneak peak of the Marketing calendar for 2019.

