



The Evolution of Fresh Beef

Wednesday, October 31st, 2018

1:00PM- 2:00PM (CDT)

Webinar



Fresh Beef has been one of, if not THE LARGEST, product change in the history of McDonald's. Melanie Hoffman, Manager Menu & Brand Strategy, will walk the Supplier Network through the ways McDonald's will be supporting fresh beef in 2019. She will unveil the process in which McDonald's will perform additional testing. The results of which, will determine if McDonald's will extend fresh beef to other menu items. This exciting webinar will allow the Supplier Network to have access to understanding of McDonald's testing processes and the future of this historic launch.

Join to learn about this important initiative and how McDonald's assesses and executes evolutionary projects that drive growth for all.

