
McDonald's International Menus

Explore the McDonald's menus from around the world and write about your discoveries! Please be sure to translate into English through Google Chrome.

You need to complete this for FOUR countries. Please don't forget to include the language in the first column.

Choose four countries to explore McDonald's menus. One country must be included from Asia, Europe, the Middle East, and Latin America.

Here are some links to the menus:

McDonald's Japan: <https://www.mcdonalds.co.jp/>

McDonald's Saudi Arabia: <https://www.mcdonalds.com/sa/en-sa/riyadh/ourcompany.html>

McDonald's Brazil: <https://www.mcdonalds.com.br/>

McDonald's India: <https://www.mcdonaldsindia.com/>

McDonald's Belgium: <https://mcdonalds.be/nl>

McDonald's Korea: <https://www.mcdonalds.co.kr/kor/main.do>

McDonald's United Kingdom: <https://www.mcdonalds.com/gb/en-gb.html>

McDonald's Oman: <https://www.mcdonalds.com/om/en-om.html>

McDonald's Qatar: <https://www.mcdonalds.com/qa/en-qa.html>

McDonald's Mexico: <https://www.mcdonalds.com.mx/>

McDonald's Vietnam: <https://mcdonalds.vn/menu>

Fill in the table with the information you find and your observations as you explore the menus.

Name of country and language (s) the menu is shown in (one from Europe, Latin America, Asia, and the Middle East)	Describe the cultural vibe displayed in the website. Is there anything that stands out? Any phrases or foods that are emphasized?	Find a breakfast item that interests you. What is the name of it? Describe it and include a photo. For the picture, highlight item and Ctrl+C, then Ctrl+V to paste in this box; adjust size to fit appropriately	Find a main meal item that interests you. What is the name of it? Describe it and include a photo.	What kinds of sides or desserts are options?	What is the beverage selection?	Is there a “Happy Meal” option? Describe the happy meal and the toy

1. In the Middle Eastern menus, you may notice the term, “halal”. Read what “halal” means here: <https://www.bbc.com/news/uk-27324224>; After reading this website, explain how McDonald’s has adapted to cultural norms of Islam in Middle Eastern countries.
2. Explain why countries in the Middle East do not have pork products on the menu, but countries in Asia, Latin America, and Europe do.

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3. What are some interesting items you found that are distinctly from the culture of the country where the McDonald's is? Identify at least 4 items from 4 different countries.
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 4. Are there items on the menu that you have never heard of before? Identify at least 4 of those items, tell me which country they are from, and conduct a quick Google search to tell me what they are.
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 5. What is "stimulus diffusion"? Find and describe TWO examples of stimulus diffusion in these McDonald's menus.