

Table 13.3 How McDonald's Adapts to Local Tastes

Country	Adaptation
Brazil	Quiche de Queijo (cheese quiche)
France	M Burger (beef, cheese, lettuce, tomato & natural Emmenthal cheese on a stone oven baked Ciabatta-style roll)
Germany	Big Rösti (quarter-pound beef patty topped with Ementaler cheese, bacon, a crispy hash brown, and Big Rösti sauce)
Hong Kong	Red Bean Pie (red beans are commonly used in desserts)
India	potato-patty McAloo Tikki burger and the Chicken Maharaja Mac (much of the population does not eat meat)
Italy	Parmigiano Reggiano burger
Portugal	Caldo Verde soup (made with cabbage, kale, onion, potato, and chorizo)

Source: McDonald's, "Catering to Local Tastes," http://www.aboutmcdonalds.com/mcd/our_company/amazing_stories/food/catering_to_local_tastes.html.