

McDonald's launches Rice Fiesta

Chennai, Feb 19:

McDonald's, over the years, has pioneered and developed several 'glocal' products, which are uniquely Indian in taste and international in format. The newly introduced Rice Fiesta is a perfect response to everyone's rice cravings.

The first variant is the *Veggies and Cheese Rice*, which has toppings of assorted veggies such as peas, carrot, American corn and zucchini tossed in cheese cream, layered with herbs.

The second variant is the Beans and Gravy Rice which has a blend of peas, carrot, chick peas

and kidney beans mixed with piping hot tomato gravy with basil, garlic and pepper.

The Rice Fiesta is affordably priced at Rs.119 (veg) and Rs.139 (non-veg). Seema Arora Nambiar, Senior VP, HRPL (McDonald's India - West & South) said, "Research highlighted the need for a filling meal option for our consumers in Chennai and rice was our obvious choice. We specially created Rice meals that perfectly blend with the local taste and have a twist of international flavours."