



## **MCDONALD'S CREATES 20 NEW JOBS WITH SIGNIFICANT INVESTMENT IN ROTHERHAM**

### ***Local MP and McDonald's Vice-President reopen the new look high street restaurant***

Rotherham High Street has been given a significant investment boost with the bold transformation of the McDonald's restaurant on Bridgegate, creating 20 new jobs. The restaurant was reopened by local MP Sarah Champion who was joined by McDonald's Vice President of Operations Franco Ventura who began his career at the restaurant 28 years ago.

The Rotherham restaurant has been given a high-tech makeover and is one of the first in the country to feature innovative self-service kiosks, digital menu boards and tablet computers. The redesign also includes McDonald's signature style with a bright, modern interior and exterior design, comfortable seating and free Wi-Fi.

The redesigned restaurant demonstrates McDonald's ongoing commitment to investing in UK high streets and is part of an extensive on-going refurbishment programme, which has seen the vast majority of McDonald's restaurants transformed over the past eight years.

**Franco Ventura, Vice-President Operations said:** *"As someone who started their career in this exact restaurant as a 16-year-old in 1986 and still lives in the local area, I am delighted to see the investment we have made in the local community."*

*"McDonald's has had a presence on the high streets of the UK since 1974 and I'm delighted that the next stage of our reimagining programme demonstrates our continued commitment. Staying ahead of customer expectations is vital and the new technology we've introduced in this restaurant recognises the way people live their lives today. Throughout my career I have always taken a key interest in the importance of the high street and have helped to develop a tailored strategy to encourage more people to visit the high street."*

Local MP, Sarah Champion said: "I am really pleased that McDonalds is continuing with investment in Rotherham. McDonalds provides welcome jobs and the make-over will add to the on-going regeneration of the town centre."

Employees will also benefit from improved kitchen facilities and a new 'crew room' with comfortable seating, a television and a computer. Crew can use the area to study for nationally recognised qualifications in Maths or English - one of a number of varied training opportunities captured in the McDonald's prospectus which are offered to employees to help develop transferable skills and qualifications.

The Rotherham restaurant is one of a number of high street restaurants that have recently reopened following extensive refurbishments. The re-openings come shortly after Deloitte published new research against the perception that the high street is in permanent decline. The research found that the high street is showing great resilience and is emerging as a surprising winner.

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