

Are
You
Mac
Enough?



McDonald's® Big Mac® Trivia

- The Big Mac sandwich was invented by Jim Delligatti, a McDonald's franchisee from Pittsburgh, Pennsylvania.
- The Big Mac first appeared in McDonald's restaurants in Uniontown, Pennsylvania in 1967.
- Lyndon B. Johnson was President the year the Big Mac was introduced.
- The Hot Apple Pie made its debut at McDonald's in 1968 right after the Big Mac.
- McDonald's famous Big Mac jingle "two all beef patties special sauce lettuce cheese pickles onions on a sesame seed bun" made its debut in 1974.
- The "Big Mac Attack" advertising campaign debuted in 1977.
- The average number of sesame seeds on a Big Mac bun is 178.
- The original price of the Big Mac was 49 cents.
- Canada was the first country outside the United States to offer the Big Mac to customers. Today the Big Mac is offered to customers in more than 100 countries.
- *The Economist*¹ uses McDonald's Big Mac prices across the globe as a light-hearted guide to whether currencies around the world are at their "correct" level. According to the publication, *The Economist's* Big Mac index is arguably the world's most accurate financial indicator to be based on a fast-food item.

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¹ Economist.com