



In 2019 McDonald's Italy created 1.4 billion in value

+ 14% y/y, over the next 2 years 70 new openings and 2,800 jobs

In 2019 McDonald's Italy injected 1.4 billion euros into the country system, equal to 0.1% of GDP, up 14% compared to the previous year. This is what emerges from the analysis carried out by the Althesys Institute, "Sharing Value", the socio-economic impact report of McDonald's Italy 2019/2020 which measures the ability of the fast food giant's system - including restaurants, licensees...