

**190 tons of product, for 270 thousand orange juices**

## **PGI Sicilian Red Oranges are back in McDonald's Italian McCafés**

The partnership between McDonald's and Oranfrizer, which is part of the Unifrutti group, is confirmed for McCafés in all Italy with one of the best fruits that Sicily has to offer, the Arancia Rossa di Sicilia IGP (Red Orange of Sicily PGI).

McDonald's will buy 190 tons of oranges that will be freshly squeezed in the 470 McCafés all over Italy and available also for take-away, at McDrives and through McDelivery.



Grown directly in the Catania Plain, on the slopes of Mount Etna, the PGI Sicilian Red Oranges are cultivated with care and passion by local, certified farmers who are members of the Consortium. The healthy, nutritious and unique fruits, recognized all over the world for their quality and taste, are delivered immediately after being harvested by experienced workers.

"We are really proud to be able to offer our customers an Italian top quality product such as the Arancia Rossa di Sicilia IGP, even more so in a year like this one. This shows how our commitment to the Italian agricultural and food sector has never waned, indeed it has been strengthened, and that we will continue to invest in the raw materials of the territory. Now more than ever, we are proud to promote local products of excellence in all Italy through our restaurants' network," said Mario Federico, CEO of McDonald's Italy.



"The Arancia Rossa IGP is a precious and incomparable gift that nature has blessed Sicily with. With Oranfrizer we guarantee an exclusive supply to McCafés in all Italy. Orange juice is part of the GranMattino menu, it is becoming a frequent and tasty choice for consumers to secure a daily portion of fruit and a natural source of Vitamin C. In the future, we will strengthen the already decades-long cooperation between Oranfrizer and McDonald's, of which we are very proud," explained Gianluca Defendini, CEO of Unifrutti Italia.

"We are delighted that the fruit that symbolizes our territory can be found once again in McCafés all over Italy. There is no better way to promote the quality of our oranges than having them consumed by those who have never had the chance to taste them. We will continue in this direction, hoping to collaborate again with McDonald's and with all those who care about the health of consumers and our agricultural heritage," said the president of the Consorzio di tutela Arancia Rossa di Sicilia IGP Giovanni Selvaggi.

The Sicilian Red Orange PGI is only one of the many iconic Italian products that have been added to McDonald's menus over the years. Today, 85% of McDonald's suppliers are Italian, providing a direct contribution to the country's agricultural and food industry that generates about 200 million euro per year.

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