



McDonald's to open 100 new restaurants across Germany's service stations

McDonald's has announced a new plan to open 100 new restaurants along Germany's large motorway system through a partnership with fuel retailer Tank & Rast.

After the fast-food chain experienced positive sales figures in Europe, especially in Germany, it has decided to boost its presence throughout the 11,000 km Autobahn, Germany's highway system. The first restaurants at Tank & Rast service stations will be opening this year, with the majority coming online between 2016 and 2019.

"We have worked with McDonald's for several years and have always seen the company as a strong partner and future-oriented brand. So we welcome the long-term development of this partnership," said CEO of Tank & Rast Dr. Karl-H. Rolfes.

McDonald's Germany senior executive Holger Beeck spoke about the new partnership: "The cooperation with Tank & Rast is a great opportunity to strengthen our market leadership in the food service industry. McDonald's Germany relies on the expansion to busy locations such as airports, railway stations and motorways. Highways are the backbone of German society."

Currently, McDonald's only has 12 restaurants in the German highway network, while Autobahn Tank & Rast operates approximately 350 gas station and 390 service stations. An estimated 500 million travellers every year visit a Tank & Rast station, representing a huge customer base for McDonald's and other food service retailers.