

NAME: _____

DATE: _____



1. Who was / were the founders of McDonald's?

Ray Kroc

Richard and Maurice McDonald

Steve Jobs

Bill Gates and Ronald McDonald

2. Who was / were the first franchisee(s) of McDonald's?

Ray Kroc

Richard and Maurice McDonald

Steve Jobs

Bill Gates and Ronald McDonald

3. In what year did Ray Kroc purchase McDonald's from the brothers?

1940

1948

1954

1961

4. How did McDonald's adapt to changing tastes and preferences of its customers?

by introducing new menu items

by introducing new technologies

both A and B

none of the above

5. Where is the McDonald's Museum located?

New York

San Francisco

San Bernadino

Chicago

6. What does the McDonald Museum showcase?

the history of the McDonald's fast food chain

the innovations that made McDonald's popular

both A and B

none of the above

Discuss these questions with a friend or classmate.

1. What information in the lecture did you find the most interesting? Why?
2. Why do you think Ray Kroc didn't change the restaurant name to "Kroc's"?
3. Do you think it's still possible to open a restaurant and become rich nowadays? Why? / Why not?
4. When was the last time you ate at a McDonald's restaurant? Why? / Why not?
5. Does fast food necessarily have to be unhealthy?
6. What is your favorite fast food restaurant? Why?

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Audio Script

McDonald's is one of the most well-known and successful fast-food chains in the world. The company was founded in 1940 by Richard and Maurice McDonald, two brothers who opened a barbecue restaurant in San Bernardino, California. In 1948, the brothers decided to streamline their menu and focus on hamburgers, fries, and milkshakes, which proved to be a successful decision.

In 1954, Ray Kroc, a milkshake machine salesman, visited the McDonald's brothers' restaurant and was impressed by their efficient systems and high-volume sales. He saw the potential for the restaurant to become a franchise and became the first franchisee of McDonald's in 1955. He eventually bought the company from the brothers in 1961 and turned it into the global empire it is today.

Under Kroc's leadership, the company expanded rapidly throughout the United States, and by the end of the 1960s, there were over 1,000 McDonald's restaurants across the country. The company also began to expand internationally, with the first international franchise opening in Canada in 1967. By the 1970s, McDonald's had become a global brand, with restaurants in countries all over the world.

One of the keys to McDonald's success has been its ability to adapt to the changing tastes and preferences of its customers. In the 1970s, the company began to offer a wider variety of menu items, including the famous "Big Mac" and the "Filet-O-Fish." In the 1980s and 1990s, McDonald's responded to growing concerns about healthy eating by introducing salads, fruit, and other healthier options to its menu.

In recent years, McDonald's has continued to evolve, introducing new menu items and technologies to appeal to customers. For example, the company has introduced mobile ordering and delivery options, and has also begun to incorporate more plant-based options into its menu.

However, McDonald's has also faced criticism and controversies over the years. For example, the company has been criticized for its marketing practices, particularly its targeting of children with advertising. Additionally, the company has faced lawsuits over the years related to food safety and employee treatment.

There is a McDonald's Museum located in San Bernardino, California, where the first McDonald's restaurant opened in 1940. The museum showcases the history of the fast-food chain, from its humble beginnings as a barbecue restaurant to its global success today. Visitors can see the original restaurant, artifacts from the company's history, and learn about the innovations that helped make McDonald's the iconic brand it is today. The museum also offers a chance to learn about Ray Kroc and the brothers who founded the chain.

ANSWER KEY

1. Richard and Maurice McDonald
2. Ray Kroc
3. 1961
4. both A and B
5. San Bernardino
6. both A and B