



An Open Letter to Steve Easterbrook, McDonald's CEO:
A Bold Risk Ray Kroc Would Endorse
From: Matthew Corrin, Freshii CEO, Millennial

www.freshii.com

Dear Steve,

I listened to your turnaround plan and was hoping you would unveil bigger and bolder details. Please take the time to read my letter, as these are the types of steps I want to see your brand take:

We are a nation headed in two directions. Americans are more concerned than ever about making healthier eating choices. Yet increasingly, we are both overweight and undernourished.

Some experts blame our obesity epidemic on McDonald's. As the founder and CEO of Freshii, one of the fastest growing restaurant chains in history, I believe that Americans have the right to choose what they want to eat. But I also know that these choices are limited.

Across the country, on our highways and campuses, in our malls and inner cities, our quick-serve options are dominated by McD's, built on burgers, fries and sugar-laden soft drinks. Your company professes to be concerned about providing healthy alternatives, but your track record demonstrates you have not figured out how to make healthy food that people want to buy.

Freshii is a growing restaurant chain that knows how to create fresh, customized salads, wraps, quinoa bowls and juices quickly and affordably – delighting and energizing people on the go. Now in 13 countries, we are dedicated to changing the way the world eats. And we are on-trend: we reached our first 100 restaurants in under 10 years, less time than it took McDonald's. Last week we opened 6 new Freshii locations. We're going fast for the sake of our nation, but I fear it's not fast enough. Even at this rate of growth, it will take decades for Freshii to have a material impact approaching that of McDonald's.

Americans should not have to wait so long to access healthier alternatives. That is why I am issuing the following challenge to your company:

Partner with us. Save the world, and help yourselves.

Your headlines in the past year have been consistent:

"Fallen Arches: Can McDonald's get its mojo back?" (Fortune)

"Why It's So Hard for McDonald's to Change" (Bloomberg)

"McDonald's Growth Suffers" (Wall Street Journal)

"McDonald's franchise owners are not loving it" (CNNMoney)

The reality is that McDonald's is stagnating and your growth days are over. You are struggling with declining same-store sales, offering franchisees inadequate leadership and fumbling through your menu rather than adding healthier options.

But this apparent conflict – fast food vs. fresh food – is a false dichotomy. As an industry, and as a nation, we can have both.

Today, I issue a challenge to McDonald's: Take a risk, be agile and step into the future. Learn how the fresh revolution will improve American lives and your own bottom line.

My personal research indicates that a small fresh-food outlet of 150 square feet could fit into the available footprint of >75% of your restaurants in America. I believe that providing such an alternative will not just please today's more demanding consumers: it will also reverse your declining trend in fast-food sales and increase same-store sales and profits.

Imagine a world where every standalone McDonald's, every highway rest stop and campus location, offers fresh salad bowls, quinoa, whole grain wraps and pressed juices – even kids' meals – alongside your burgers and Cokes. One outlet can feed the whole family again. Fans of the Big Mac can still indulge while gaining knowledge about fresher, healthier options that taste great and cost no more.

I believe this calculated risk would produce a slimmer America and a healthier food industry. In fact, I guarantee it.

My challenge to you is this: Let us co-brand a Freshii outlet in just one of your 14,000 stores, anywhere in America. My studies indicate that this move will pay for itself, increasing same store sales by 30% and boosting annual profits by \$250,000 per unit.

My promise: If after one year Freshii in McDonald's has not improved your sales and profits, I will refund you the difference. I'll assume all the risks to prove my theory that fast food and fresh food can coexist, to the benefit of all.

To heal American hearts and waistlines, we must take action now. Imagine a healthier America. Imagine greater choice for wellness-conscious Americans. Imagine a fast-food industry that is respected and growing again, rather than shunned and shrinking.

I know change is hard. It takes courage and faith. I urge you to do something bold in your first year as CEO of the largest restaurant chain in the world. Take a step into a greener future. Act thoughtfully. I'll take the risk with you.

You'll be 'loving it', and America's waistline, and your bottom line, will both be the winners.

I am matthew@freshii.com. I hope to hear from you.