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McDonald's said the impact of COVID-19 is not behind them as the chain enters uncharted territory in the coming months, with restaurants beginning to reopen and food standards and consumer orders have changed forever. The world will look different coming out of this crisis. Many of these changes will be lasting, CEO Chris Kempczinski told investors during the network's first-quarter conference call. Here are the key highlights of the earnings call, which focused on changing consumer behavior, slow breakfast sales, worsening second-quarter comps and lessons learned from China as its restaurants reopen. Taking cues from China The Chicago-based chain said it is taking some clues from China, where the pace of recovery has been slow, despite 99% of restaurants resuming operations. In particular, breakfast is slow, and weekdays are recovering faster than weekend visits. We're not seeing a V-shaped recovery in China. Business trends are improving, but they're still negative for where we were a year ago, Kempczinski said. However, there is an asterisk for China, which makes it difficult to compare with the US. Only 15% of restaurants in China have drive-thrus. Kempczinski said most restaurants in China reopened after being fully closed, causing much more of an operational outage when trying to reopen. In the U.S., most of the network's nearly 14,000 restaurants remained open for transportation, delivery and drive-thru services. Changing consumer behavior During the pandemic, McDonald's offered a limited menu in the U.S. to meet consumer needs, while facilitating the complexities of cooking for employees. Specifically, the chain temporarily stopped breakfast all day. Although the restaurants are open during breakfast hours, the chain said breakfast sales have dropped compared to other parts of the day. I think it's fair to say that breakfast is an extremely important part of the day for us, Kempczinski said. As we begin to enter the recovery phase, recovering the breakfast business will be critical for us. Pointing again to consumer behavior in China, the CEO said it will take time because it depends on guest recovery. It's an interruption of routines. Restoring these routines takes time, but we plan to be very aggressive and make sure we get back into the breakfast business, Kempczinski said. Consumer eating patterns during the pandemic indicate that McDonald's should be ahead of lesser-known brands. After prolonged interruptions in everyday life, consumers are seeking comfort in China and McDonald's believes this will be the case in America. The value also a huge factor for consumers, many of whom are unemployed. From the customer's point of view, we are encouraged by some of our initial learnings that lead us to believe that customers will be looking for familiar brands and family routines. We're also seeing a greater focus on value and convenience, Kempczinski said. Will McDonald's McDonald's to a limited menu? As U.S. restaurants begin to reopen, Kempczinski said each market is debating whether to return to the standard pre-crisis menu or maintain a limited menu. I think it's probably safe to say at this point that this will be a market by market decision, he said. We may want to go back in a more staged way and add some items, but not all items. He said, Stay tuned. McDonald's McDonald's said its drive-thru business increased during the pandemic. Drive-thru is the King McDonald's leaders made a point of saying that although delivery is significantly up during the COVID-19 crisis, it is the drive-thru tracks of the chain that are driving sales during the pandemic. Prior to COVID-19, drive-thru sales accounted for about two-thirds of all U.S. sales. With restaurants forced to serve guests through off-premise channels, this led to an increase in drive-thru sales. Drive-thru now accounts for nearly 90% of sales in the U.S. We're also seeing an increase in delivery and digital transactions per restaurant, and all of these trends are similar to what we've seen in China and other markets, said Kevin Ozan, chief financial officer, on the link. Worse financial outlook in the second quarter compared to q1 In the U.S., same-store sales in March fell 13.4%. Ozan said same-store sales in April fell about 20 percent. This reflects some improvements in sales in the latter part of the month. Still, Kempczinski said it's a challenging and unpredictable time. As such, the second quarter is expected to be worse than the first quarter because it will not have the benefit of solid same-store sales and increased transactions in the first two months of the quarter. We expect the second quarter as a whole to be significantly worse than what we experienced throughout March, Kempczinski said. The company is planning limited reopenings in markets in the near future, he added. The exact trajectory of our recovery, however, is highly uncertain and depends on many factors outside our control, such as government mandates, the risk of a second wave of infections, the availability of tests, and the overall economic scenario, Kempczinski said. The chain is developing contingency plans for a wide variety of scenarios, he added. Will investments in innovation continue? McDonald's said investing in digital customer engagement remains a priority. Some of these investments are already paying off, including buying last year's Dynamic Yield. Digital menu cards automate the upselling of menu items. These digital investments allow us to give customers more choice and flexibility in how they order, pay for and receive their food during this unprecedented time, and will remain important in serving as we think about our business beyond this crisis, Kempczinski said. For our most up-to-date coverage, visit the coronavirus homepage. Learn leadership lessons during a crisis from our panel of experts on Friday, May 1. Contact Nancy Luna at [email] [email Follow her on Twitter: @fastfoodmaven new McDonald's pastries/sPhoto: McDonald'sUpdate, November 9, 2020: As America deals with the reality of just having candy to satisfy its McDonald's breakfast craving for most of the day, the Florida Sun-Sentinel has revealed a big story: some rogue McDonald's franchisees are still selling the all-day breakfast menu items we know and love, from hashish browns to burritos. We shouldn't sell them all day, a McDonald's employee told a location in Broward County, Florida, to the Sun-Sentinel, but the Hotcakes, we can just hit the barbecue, and the Sausage Burritos are prefabricated, so we have to heat them up. And the hash browns, we just put in the fryer. So, with the exception of more complex breakfast orders such as scrambled eggs or bagel sandwiches (which are custom-made), many favorite customers can be purchased at any time of the day, whether the McDonald's company gives you the formal green light or not. Brent Upchurch, whose family operates 30 McDonald's locations in Florida, pointed out that franchisees are not breaking strict rules by serving breakfast all day; it's just that they can't promote it with signage, advertising, and the like. Nor would they, in fact, because, as the Sun-Sentinel says, all McDonald's franchisees must adhere to strict standards of uniformity that aim to ensure a consistent and predictable experience in their 14,000 locations in the U.S. For this, breakfast items are being treated as a secret menu: you won't find it in the menu, or in the mobile app, or in any third-party delivery app. You just have to ask when you get there, and see if you're lucky. If the Sun-Sentinel was able to find more than 20 Florida locations serving breakfast favorites to things, then surely some of the places where you live may be doing the same. Start doing some reconnaissance, readers, and let us know what you guys show up. Update, November 3, 2020: ICYMI, we recently got our hands on McDonald's new breakfast sweets —Apple Fritter, Blueberry Muffin, and Cinnamon Roll—for a comprehensive taste test. See how they did reading our full review. G/O Media can receive a commissionBlitzWolf 10 LED Ring KitOriginal post, October 8, 2020: One of the first casualties of the COVID-19 pandemic was the all-day McDonald's breakfast, a fan favorite since 2015. In the interest of simplifying its menu, the chain put an end to midnight cookies and McMuffins dinner. But now, as the restrictions have increased and the happiest days are here again (really?), McDonald's has announced that it will serve breakfast all day again! But wait. Nothing is as good as it looks. Because for breakfast, McDonald's doesn't mean hash browns and McGriddles and all other menu items that Americans grew up to know and love and depend on at all times of the day. No, it means you're introducing three new candies: the Apple Fritter, Blueberry Muffin and Cinnamon Roll. Roll. these require cooking, which presumably makes things easier for employees, particularly those who work the drive-thru. As one employee told Business Insider: I absolutely don't think we should bring [breakfast all day] back. The superiors in the chain remain uncommitted. We know that our guests deserve a break now more than ever, and we are excited to give them another reason to visit their favorite breakfast destination, offering delicious flavors that they crave, at any time of the day, linda VanGosen, vice president of brand and menu strategy, in a statement. And those flavors are McPastries sweets. Understood? The new items are released on October 28. 28.

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