

McDonald's and the pizza experiment

Have you ever eaten at McDonald's? (*Yes, I have... / No, I haven't...*)

Vocabulary

1. attracting 2. customers 3. return 4. compete 5. introduced 6. locations

True Story

Many people know McDonald's for its burgers and fries, but did you know they once sold pizza? In the 1980s, McDonald's _____ McPizza to _____ with pizza restaurants. At first, it was popular, but there was a problem—it took too long to cook. _____ were used to fast service, and waiting 10-15 minutes for a pizza was too long.

Other companies, like Pizza Hut, made fun of McDonald's pizza, calling it "McFrozen." By the late 1990s, most McDonald's restaurants stopped selling it. However, a few _____ kept McPizza for years, _____ fans. Today, it's gone, but many people still hope it will _____.

Quiz

1. What did McDonald's introduce in the 1980s?
2. Why did McPizza not work well for McDonald's?
3. Which company made fun of McDonald's pizza?
4. What do some people hope will happen with McPizza?

True or False

- | | |
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| 1. McPizza was popular at first. | True False |
| 2. Customers didn't like waiting for 10-15 minutes. | True False |
| 3. Most Pizza Hut locations stopped selling McPizza. | True False |

Conversation

- A: Hey, did you hear McDonald's used to sell pizza?
 B: Yeah, I tried it! It took forever to make, though.
 A: Really? I thought McDonald's was a fast food restaurant!
 B: Exactly! I guess that's why it didn't last.
 A: Do you think they'll ever bring it back?
 B: I hope so. It was a nice alternative to burgers and fries.

Discussion

1. Do you like eating pizza? What's your favorite kind?
2. Would you wait 15 minutes for fast food? Why or why not?
3. Do you think McDonald's should try selling pizza again?
4. Have you ever tried a new food that was different from usual?