



Have fun and raise money for  
**Middle Creek Elementary**  
during our **McTeacher's Night** fundraiser!

**Wednesday, September 25**  
**5:00-8:00pm**

at **McDonald's 3494 Kildaire Farm Rd**  
**(Millpond Village)**

**FUN & GAMES FOR THE KIDS!**

**Don't forget: BOTH inside dining**  
**and drive thru orders count!**

## Meet Chef Dan

**McDonald's Executive Chef**  
**& Director of Culinary**  
**Innovation will be here!**

**Middle Creek Elementary**  
**students can enter the**  
**McDonald's essay contest**  
**and two lucky students will**  
**be winners!**

(See essay contest entry form for more details)



## About Chef Dan Coudreaut

**McDonald's Executive Chef**  
**and Director of Culinary Innovation**

After graduating top of his class from the Culinary Institute of America and becoming Executive Sous Chef at Dallas' Café Pacific and Chef de Cuisine at The Four Seasons (among other accomplishments), Chef Dan joined McDonald's in August of 2004.

- Q** Are people surprised to find out that McDonald's has an Executive Chef with a fine dining background?
- A** Yes, even family members! People wanted to know why I was going from a top fine dining restaurant to go flip burgers. The next question I usually get is: "Are you a real chef?" What's really interesting is that having an Executive Chef isn't a new idea for McDonald's. Ray Kroc hand-picked the famous Chef René to come on board in the 1980s. He helped create the McRib Sandwich and the Chicken McNuggets.
- Q** What is your role here at McDonald's?
- A** My key responsibility is to help the creative team of chefs ideate and develop new menus for McDonald's approximately 14,000 restaurants. We brainstorm and test hundreds of menu items each month. It's fun, it's very free flowing, and it's all about innovation, creativity and teamwork. I'm charged with making sure the products we have are on trend: bold, flavorful and exciting. In my kitchen, no idea is a bad idea. There's nothing stopping us from trying any ingredient—from papaya to pretzels.
- Q** What do you take into consideration when developing a menu item?
- A** Taste is by far the most important factor. It's naturally number one. I also have to think about sustainability. We need a controllable supply of quality product that can be guaranteed to our restaurants. I've got to think about American palates, portability, and the volume of ingredients that item would require. We also have to be customer-centric and follow trends and the way people are eating. We have to be careful we don't forget about taste and fun, and we need to offer a choice. The challenge is to create something that will taste the same in Alaska as it does right here in the Test Kitchen.
- Q** What is your long-term goal for the McDonald's menu?
- A** To stay relevant. And to change people's perceptions about our food not being real. I want people to know that there are a lot of dedicated, passionate professional people out there who think about that menu every single day.