



Big Mac Shop launches Summer Collection

Since the opening during the spring, the Big Mac Shop offering Big Mac patterned products has become a huge international success. The store has now released a new collection that will enable fans to spend the summer in style. The Summer Collection featuring the iconic Big Mac burger pattern includes a Big Mac Sleeping bag, Big Mac Tent and Big Mac Board Shorts.

BigMacShop.se became a huge overnight global success with visitors from 153 countries within the very first week. To build on this tremendous interest, several all-new products are being launched in time for summer. The new collection includes a sleeping bag for cooler summer evenings, a two-man tent for summer outings and board shorts.

"We know that people love Big Mac, so we decided to celebrate the love for Big Mac by designing the Big Mac Collection. We have launched a new collection of Big Mac products for the summer that are ideal out in the countryside, in the city, or even at festivals. Big Mac is Sweden's and the world's most favorite hamburger and for the fans who love what they see, many of the products can be purchased in the bigmacshop.se. Also for the fans, for a limited period of time, we serve a special, slightly bigger, Big Mac at our restaurants in Sweden during the summer," says Jeff Jackett, Director of Marketing with McDonald's Sweden.

The Big Mac products are now featured in its own showroom to exhibit the entire collection. Media representatives can also borrow products from Bigmacshop.se. In addition to the summer collection, you can also view the Big Mac Raincoat, Big Mac Thermals, Big Mac Wellingtons, Big Mac Dog Coat, Big Mac Wallpaper and Big Mac Bed sheets in the Big Mac Shop Showroom. Surplus from the sales goes to Ronald McDonald House Charities in Sweden.

To see the entire collection, please visit: www.bigmacshop.se where you also find more information on ordering and delivery times.

Press images

Several images are available for download on [Flickr](https://www.flickr.com/photos/bigmacshop/)



For more information, please contact:

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For inquiries regarding the Big Mac Shop Showroom, please send e-mail to media@bigmacshop.se

About McDonald's in Sweden

With around 220 restaurants from north to south, McDonald's is the leading restaurant in Sweden. Over 92 percent of the restaurants are owned and operated locally by self-employed. McDonald's in Sweden has about 12 000 employees and is the largest private employers of young people. We have a broad menu of more than 400 different meal combinations and serves only food of the highest quality with fast and friendly service in clean, modern restaurants. We are cooperating with LRF, Federation of Swedish Farmers and 1000 Swedish farmers. Read more on www.mcdonalds.se or follow us on [Twitter](https://twitter.com/mcdonalds), [Facebook](https://www.facebook.com/mcdonalds) and [Instagram](https://www.instagram.com/mcdonalds).