



Anne Parks

Director of Menu Management, McDonald's® Canada

When Anne Parks started her first job behind the counter at McDonald's as a teenager in 1978, she had no idea that her burgeoning passion for food would put her in charge of the company's Canadian menu development.

Thirty-five years later, as the Director of Menu Management for McDonald's Canada, she reinvents classic menu items and develops the new dishes that millions of Canadians enjoy every day.

Parks has been involved in McDonald's Menu Management for the past six years and spent 29 years in McDonald's restaurants working with guests before that. Already a manager when she went off to college, Parks knew that McDonald's was the place where she wanted to grow her career. Throughout the years, she has held a variety of positions both at the store and corporate levels, but she landed her dream job six years ago when she became the Director of Menu Management for the company in Canada.

Parks says she looks at ways to keep the menu interesting and up-to-date with distinct flavours, like with the new Signature *McWrap*® McDonald's Canada is launching this month.

With the launch of McDonald's new Signature *McWrap*, Parks looked at popular tastes and textures around the world and decided to bring the Fiesta Signature *McWrap*, Sweet Chili Signature *McWrap* and Chicken and Bacon Signature *McWrap* to the Canadian menu.

The Signature *McWrap* has been in Europe since 2004 but they're new to Canada. Parks said she experimented with the European recipes but as Canadians have specific taste preferences, she needed to do something different to make them tantalizing for our unique palettes. For example, the Canadian Fiesta Signature *McWrap* had to have more crunch, which Parks created by adding chili lime seasoned tortilla strips. Canadians also love spicy food, says Parks, so she pumped up the heat in the Sweet Chili Signature *McWrap*. Parks also knew that a whole wheat wrap would be a hit in Canada. As a result, we are the first country to feature a whole wheat wrap for the menu item.

"What makes my job so cool is that I get to take food ideas and trends from McDonald's restaurants around the globe and develop menu items that are globally inspired but appealing to Canadian taste preferences," says Anne.

Parks' love of and passion for food extends into her personal life. She is a licensed beekeeper and an accomplished at-home chef.

"I was perhaps an unusual kid," Parks confesses of her childhood love of food and flavour. "I cracked my first cookbook at 12 and cooking was a favourite pastime. If you told me in 1978 that I'd be able to cook and eat for a living, and that I would be developing dishes for millions of people I wouldn't have believed it. But here I am, and *I'm lovin' it*."

For more information or interview requests, please contact:

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