



WEBINAR: How Product Development Begins at McDonald's USA

Hosted by Melanie Hoffman (Menu Marketing) and Jen Larkin (CBI)

This webinar will outline the process that the McDonald's Team follows before a project becomes a specific product. The team will cover the specifics to what it takes to get to Stage Gate 1 including:

- How Menu Strategy is set for the US business
- How Menu Marketing and CBI work together to identify opportunities for new products or changes to products
- How we define or assign a new project
- How we write concept briefs and culinary briefs

Wednesday, September 13th, 2017
Time: 2:00pm – 3:00pm (central)

Link to webinar will follow soon!

What does it take to get to Stage Gate 1?

Learn how the Product Development process begins

Opportunity to ask questions!