



Restaurant Owner Opportunities

Invest in a rewarding journey to become a multi-site franchisee with our world-famous business model.



Welcome to McDonald's, a business built on people, purpose and partnership.

When people think of McDonald's, they often think of the food, the restaurants, the brand. But at its heart, McDonald's has always been about people: the teams in our restaurants, the owners who lead them, and the customers they serve every day in communities across the UK and Ireland.

Our restaurants are at their best when people are trained, supported and set up for success, and when they are run by strong, committed leaders. Proud teams create proud restaurants, and our customers feel that. Restaurant owners are central to this, bringing local leadership, high standards and a focus on developing their people.

We're looking for leaders who share our passion for helping young people build their careers. A first job can shape confidence, character and future direction, and our restaurants play an important role in providing that start.

We know that when you do what's right for people and your community, your business will thrive.

If that sounds like the kind of impact you want to have, we'd love to hear from you

Lauren Schuttz

Chief Executive Officer, McDonald's UK & Ireland



Own today. Shape tomorrow.

Becoming a McDonald's restaurant owner is the start of a business journey that can take you from your first site, to 10 or more. Each restaurant is an asset you can grow in value from applying your people management skills and following the proven franchise model.

Positively impact local life: employ hundreds, support families and give young people a solid start. Every day,

your decisions will impact people, shape lives and strengthen communities.

The franchise model offers independence with a safety net: your own enterprise, powered by one of the world's most trusted brands. It's a stable, long-term investment of your time, energy and money that delivers excitement, choice and security for your future.





Is this for you?

Great McDonald's restaurant owners share a strong belief: success starts with people. You're hands-on and values-led. You care about standards, teamwork and seeing others succeed. You enjoy being visible – motivating teams, solving problems, turning potential into progress. Franchisees:

- **Lead from the front, especially in their first years**
- **Balance commercial focus with integrity**
- **Inspire confidence through energy and empathy**
- **See their restaurants as part of the community, not apart from it**

Many of your employees will be taking their first step into work. You'll give them structure, confidence and ambition – the same qualities that define great leaders. If you're driven by purpose over ego and impact over image, this is a business where you'll thrive.

Shaping the next generation

Empowering young people is central to what you'll do as a McDonald's restaurant owner. Collectively, McDonald's is one of the UK and Ireland's largest employers of young people, with over 100,000 employees – including one in three managers – aged under 25.

From day one, they receive structured training, clear expectations and the chance to build practical skills: teamwork, communication, time management and responsibility.

Restaurants also work with local organisations to support access to work experience, employability sessions and job-ready skills within their communities. As a restaurant owner, you become part of this. More than building a team, you're creating real opportunities at a crucial point in people's lives.

Because for many young people, that first step into your restaurant is the start of something much bigger.



Lead people. Build culture. Drive performance.

Running a McDonald's business is a leadership challenge of scale and substance. You'll employ hundreds, manage complex operations and set the tone for everything that happens.

In the early years, you'll be hands-on, coaching your managers and leading from the floor. Over time, you'll build a leadership team that reflects your values - many of them individuals you've worked with and developed over the years.

Strong leadership builds strong performance. Restaurants with clear values, confident teams and visible owners consistently outperform. It's why our system works, and why your personal investment in people becomes your greatest competitive advantage.

You'll find that in McDonald's, leadership and legacy are inseparable.





Decades of learning at your fingertips

Every McDonald's restaurant runs on proven systems refined since 1940. They turn complexity into consistency, giving franchisees the tools and insight to drive business performance.

Real-time dashboards track sales, service and satisfaction. Data partnerships and analysis guide pricing and promotions. Operational standards ensure every customer, everywhere, enjoys the same trusted experience.

You'll have a dedicated Business Consultant, with an average tenure of

25 years with McDonald's, who supports you on systems and processes so you'll never be left to work things out alone.

Most franchisees start with one restaurant, then expand steadily, with many building portfolios of five to 10 sites. With the right leadership and reinvestment, growth follows naturally.

McDonald's systems don't limit you; they free you. They give you clarity and confidence to make your mark within a framework proven to succeed.





Great food, sourced close to home

We've partnered with local producers for decades, with relationships built on trust, quality and shared standards.

- **100 % British and Irish beef**, from farms meeting strict welfare criteria
- **Free-range eggs, UK potatoes, locally baked bread** and **British dairy**
- **Rainforest Alliance coffee** and packaging from renewable or recycled sources

Sustainability runs through the supply chain, from reducing emissions to recycling cooking oil into biodiesel for our delivery fleet.

Our menu evolves with modern tastes: balanced wraps, fresh salads, plant-based options and transparent nutrition for every item.

When you serve McDonald's food, you're serving the results of thousands of local partnerships; food that's responsibly sourced, great quality and trusted by millions.

See mcdonalds.com/gb/en-gb/our-plan-for-change for details

Supporting your success

Every franchisee completes a nine-month training programme combining classroom learning with hands-on experience in live restaurants. You'll master operations, leadership and finance, supported throughout so you can focus fully on learning.

Once trading, you'll work closely with a dedicated Business Consultant – your mentor and adviser – with decades of McDonald's experience. They'll visit regularly to review performance, share insights and help you plan growth.

Behind them sits a network of experts in marketing, HR, supply chain, sustainability and technology, all committed to your success.

Training never stops. You'll join ongoing workshops, conferences and leadership forums that keep you ahead of change and connected to a community of peers.

At McDonald's, partnership isn't a phrase. It's the foundation. We succeed together.



Invest in a secure future



Becoming a McDonald's franchisee is a major decision... and one supported by one of the most stable, proven business models in the world.

Investment

Most franchisees begin with between £300,000 and £1m in unencumbered funds. McDonald's partner banks typically finance up to 75% of total costs, ensuring money isn't a barrier for the right person. What matters most is your leadership potential and commitment to the business.

Reinvestment

You'll operate under a 20-year agreement, during which continuous reinvestment keeps your restaurants modern, efficient and on brand. McDonald's supports this with expert guidance and co-funded programmes that maintain long-term value.

Rewards

When run well, a McDonald's business can create generational, life-changing wealth. This, in turn, can provide the freedom and choice to support family goals, fund education, build property or pension portfolios, or simply spend more time on what matters most.

Operational excellence drives strong results. The outcome is security, independence and the satisfaction of building something enduring.

The journey to ownership

Becoming a McDonald's restaurant owner is a carefully guided process that helps you learn, prepare and grow with confidence. Each stage builds your understanding, your skills and your readiness.



1. Applicant

We'll get to know your values and motivation, while you discover what makes our business thrive. This is a chance to explore the fit: your goals, our model, the scale of the opportunity.



2. Registered Applicant

Once accepted, you'll begin a structured training programme learning every aspect of restaurant operations, leadership and finance. It's immersive and hands-on, with months of in-restaurant experience.



3. Restaurant Owner

Take charge of your first McDonald's restaurant: an established, trading business with a team already in place. You'll lead from the front, setting the culture, driving performance and building your people.



4. Multi-site Franchisee

With experience and consistent results, you'll have the opportunity to grow. Many owners expand five to 10 restaurants over time, developing leadership teams who share their standards and values.



Lead a business that shapes lives.

If you're ready to turn leadership into ownership and to build a business that develops people, strengthens communities and creates a lasting legacy – we'd love to hear from you.

Find out more and start your journey:

mcdonalds.com/gb/en-gb/franchising

All figures and examples are illustrative only. Actual results may vary.

