

McDonald's empire says new McFlurry flavours will boost sales after 'bold' price rises

"Bold" price increases at a McDonald's franchise empire contributed to a sales surge of over £15m during its most recent financial year.

The franchise, AG Restaurants, managed by Andrew Gibson, operates 27 locations in Glasgow, employs over 3,000 staff and is one of the largest in the UK, as reported by [City AM](#).

The company reported a turnover of £135.2m for 2023, an increase from £120.1m in 2022.

According to recently filed accounts with Companies House, its pre-tax profit also rose from £1.8m to £2.3m during the same period.

The McDonald's franchise revealed plans to mitigate any potential negative effects from its price increases through a "strong marketing calendar".

In a statement approved by the board, the McDonald's franchise stated: "2023 economic trends are broadly expected to continue into 2024."



The Biscoff McFlurry
(Image: Liverpool Echo)

“As in 2023, sales growth in 2024 will be predominately driven by year on year pricing benefit.”

“This will particularly benefit Q1 before we annualise price moves made in 2023.”

“To counter any potential negative guest count impact from price rises, we have a strong marketing calendar, with particular focus on value at key parts of the year.”

“The calendar also includes a high number of innovative promotional pies and McFlurry flavour variants, both of which drive strong incremental sales and visits in 2023.”

“Given the uncertain market environment, we will as ever need to remain flexible and adaptive should we begin to see any risks to this plan.”

“We also expect to see continued incremental sales benefit in 2024 from the MyMcDonald’s application, with a greater customer base engaged with the MyMcDonald’s Rewards scheme and

refined CRM communications to encourage customer frequency.”

The company further stated: “In-stores and drive thrus are likely to see similar levels and phasing of sales growth in 2024, as we move away from any lingering Covid-19 impact.”

“The percentage of sales and phasing coming through McDelivery is likely to remain stable year on year.”

“The 2023 pricing strategy has been bold, utilising a front-loaded approach’s with five pricing rounds overall.”

“The price strategy group will continue to take a strategic, customer-led approach throughout 2024, for which four price moves are planned.”

“Rather than utilising a front-loaded approach, the price rounds are expected to be more balanced in 2024, with the timing, scale and menu items included in the pricing recommendations leveraging the exciting marketing plan that is in place.”

“As with recent years, the group will remain agile against the backdrop of a challenging external environment.”

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