

Not lovin' it: McDonald's ups price of cheeseburger for first time in 14 years

The prospect of a 99p McDonald's cheeseburger is no more as the fast food giant increases the price of several items on its menu amid the cost of living crisis.

The company is raising the price of its signature cheeseburger for the first time in over 14 years, taking it to £1.19.

It will also add between 10 and 20p to the several menu items it says are impacted the most by inflation.

The chain is one of many companies passing the effect of soaring costs of fuel and ingredients on to its customers, [including the consumer goods giant behind the likes of Marmite and Magnums](#).

Breakfast meals, main meals, large coffees and McNugget share boxes are among the menu items which could become up to 20p more expensive, a spokesperson for McDonald's told Sky News.

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Salads and wraps are unlikely to be affected.

The changes came into effect on Wednesday.

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In an email to customers, McDonald's UK and Ireland CEO Alistair Macrow said: "Some prices remain unaffected, and some will continue to vary across our restaurants.

"We understand that any price increases are not good news, but we have delayed and minimised these changes for as long as we could."



Image:

It's the first time a McDonald's cheeseburger has cost more than £1

Mr Macrow added: "Just like you, our company, our franchisees who own and operate our restaurants, and our suppliers are all feeling the impact of rising inflation.

"At times like this, we know that providing great value is important.

"Since we opened in the UK in 1974, we have committed to offering great tasting food at affordable prices, and that commitment will not change.

"But, today's pressures mean, like many, we are having to make some tough choices about our prices."

The McDonald's spokesperson said there was no definitive list of how much individual menu items will go up by, as McDonald's only issues recommendations for price increases to its franchisees, which set their own prices.

McDonald's is the latest hospitality business to issue warnings over rampant cost of living increases, a week after

the ONS reported that [inflation hit a 40-year-high of 9.4% last month](#).

Economists have predicted it will rise to 11% before the end of the year.

Free food giveaway

It comes after McDonald's launched a rewards scheme to let UK customers collect points on food or donate to charities.

Customers will earn 100 points for every £1 they spend via the McDonald's app.

Collecting 1,500 points will allow diners to choose between menu items including small fries, hash browns or a side salad, while 2,500 points will give a free double cheeseburger or vegetable deluxe, among other options.

Customers can also decide to donate the cash equivalent to BBC Children in Need, FareShare and Ronald McDonald House charities.