



McDonald's Hong Kong Proudly Presents a Globally Exclusive Set Of Eight "Dragon Ball DAIMA Cards" and new Teriyaki Crispy Thighs



[November 21, 2024 - Hong Kong] As the collaboration between McDonald's Hong Kong and "Dragon Ball DAIMA" rocks the city, another big surprise is on the way to amaze customers. On the coming Monday (November 25), the globally exclusive **Dragon Ball DAIMA Limited-edition Cards** will debut in McDonald's Hong Kong! McDonald's App users can purchase the Limited-edition Cards by paying an extra \$5 upon purchase of designated Dragon Ball DAIMA Series meals. As we eagerly await the Limited-edition Cards, McDonald's Hong Kong is also launching the brand-new **Teriyaki Crispy Thighs** tomorrow (November 22), offering a unique combination of classic Japanese teriyaki flavor with our Crispy Thighs that are crisp on the outside and tender on the inside!

Globally exclusive launch of the eight Dragon Ball DAIMA Limited-edition Cards, first set of four to debut on coming Monday

The Dragon Ball DAIMA Limited-edition Cards consists of a total of eight cards, to be released in two phases within a two-week period. A must-have collection for all Dragon Ball fans, the first four Cards to be released next week will feature four beloved characters: Goku (mini), Vegeta (mini), Piccolo (mini), and a group card of Goku (mini) and Glorio. Each card has one of the seven Dragon Balls printed at the back. One can complete the collection journey only when a full set of all seven Dragon Balls is collected. The Limited-edition Cards are exquisitely made, with a unique texture that fans will find it hard to keep their hands off.

Starting from 11am on November 25, Monday, McDonald's App users can purchase designated Dragon Ball DAIMA Series meals with the discount coupons and, with an additional \$5, redeem one of the four exclusive Limited-edition Cards. The designated sets include "\$39 Japanese-Styled



Chicken Katsu Burger Meal””. The first set of 4 Cards, available only while supplies last, will be distributed at random in themed packaging bags with print of Shenron.

Classic Japanese flavor with a twist - the brand-new Teriyaki Crispy Thighs

From tomorrow (November 22) onward, the brand-new **Teriyaki Crispy Thighs** will join the Dragon Ball DAIMA Series lineup! The Teriyaki Crispy Thighs features high-quality chicken drumsticks and chicken thighs marinated with soy sauce, onion, garlic, ginger and apple puree. The irresistibly delicious chicken is crisp outside and tender inside. Fans of “Dragon Ball DAIMA” must have noticed that various Dragon Balls are shown on the themed packaging. The Teriyaki Crispy Thighs will also come with packaging with the same theme. While The Teriyaki Crispy Thigh (2 pcs) packaging box features one of the most beloved anime characters – Vegeta (mini) and the “Two-star Dragon Ball”, the Crispy Thighs Sharing Bucket (6 pcs) packaging box will showcase Goku (mini) and the new characters Glorio and Gomah, as well as the “Six-star Dragon Ball”! Enjoy the complete series of designated meals while embarking on an exciting journey to collect the full set of Dragon Ball DAIMA packaging!

To celebrate the launch of the new flavor, the “\$39 Teriyaki Crispy Thighs (2 pcs) Meal” promotion also starts tomorrow. Enjoy this amazing value deal by purchasing it on the McDonald's App or directly at the restaurant! The Dragon Ball DAIMA limited-edition paper bag, highly sought after since it made an appearance last week, will also be available. When McDonald's App users purchase the “Dragon Ball DAIMA Limited-edition Collector’s Meal” coupon for only \$49, they can not only savor the Teriyaki Crispy Thighs or the Japanese-Styled Chicken Katsu Burger meal, along with the selected side items (choose either one from Crispy Purple Sweet Potato Balls (5 pcs) and Chicken McNuggets (4pcs)), but also take home the limited-edition paper bag that features Goku (mini) and Supreme Kai (mini). Such a highly collectible item is a must-have for Dragon Ball enthusiasts! The paper bags are available only while supplies last.

Starting from November 22, McDonald's App users can also enjoy a variety of discounts. These include the “Japanese-Styled Chicken Katsu Burger Meal” that offers a taste of Japanese-style burger for just \$39; “Add \$10 to Extra Value Meal for a Crispy Thighs (1pc)”; and “\$88 Crispy Thighs Sharing Bucket”, which allows everyone to enjoy their favorite Crispy Thighs!

**To find out more about the availability of Dragon Ball DAIMA Limited-edition Cards at each McDonald's restaurant, please refer to McDonald's App from 11am on November 25.*

**To find out more about the availability Crispy Purple Sweet Potato Balls and limited-edition McDonald's Dragon Ball DAIMA paper bag at each McDonald's restaurant, please refer to the following link: <https://bit.ly/40QT9Pw>*



McDonald's Dragon Ball DAIMA Limited-edition Cards

(Available exclusively on the McDonald's App, starting at 11AM on November 25)



From left to right: Goku (mini), Vegeta (mini), Piccolo (mini), Goku (mini) and Glorio

Starting from 11am on November 25, Monday, McDonald's App users can purchase designated Dragon Ball DAIMA Series meals with the discount coupons and, with an additional \$5, redeem one of the four exclusive Limited-edition Cards. The designated sets include “\$39 Japanese-Styled Chicken Katsu Burger Meal”. The first set of 4 Cards, available only while supplies last, will be distributed at random in themed packaging bags with print of Shenron. The Cards are available only while supplies last.

McDonald's | Dragon Ball DAIMA Series



NEW Teriyaki Crispy Thighs

The brand-new Teriyaki Crispy Thighs features high-quality chicken drumsticks and chicken thighs marinated with soy sauce, onion, garlic, ginger and apple puree, creating an irresistibly delicious crispy and tender chicken dish.

Available from Nov 22 onwards,
Limited-time Extra Value Meal Offer at \$39



 A chicken katsu burger with a golden-brown breaded chicken thigh, fresh shredded cabbage, and Japanese-style roasted white sesame sauce on a soft bun. A red circular badge with the word 'NEW' in white is in the top right corner.	NEW Japanese-Styled Chicken Katsu Burger Marinated with Soy Sauce, Ginger, Kelp and Bonito, the extra-large* whole muscle chicken thigh is fried to a crispy exterior while remaining tender inside. The new burger will also be served with fresh shredded cabbage and Japanese-style roasted white sesame sauce, offering a rich and flavorful experience with every bite!
 Five golden-brown crispy sweet potato balls, some whole and some cut open to show a vibrant purple filling. They are next to a yellow box featuring the character Goku and the text '紫いもボール' (Purple Sweet Potato Ball) and '紫薯脆球' (Purple Sweet Potato Crispy Ball). A red circular badge with the word 'NEW' in white is in the top right corner.	NEW Crispy Purple Sweet Potato Balls (5 pcs) Making its first appearance as a bite-sized snack, the Crispy Purple Sweet Potato Ball. It features a golden crispy exterior filled with rich and sweet purple sweet potato puree, offering a crunchy outer texture with a soft inner filling that is truly addictive!
 A sharing bucket of six golden-brown crispy chicken thighs. The bucket features a design with the character Goku and the text '日式照燒' (Japanese Teriyaki) and '變炸雞' (Crispy Thighs). A red circular badge with the word 'NEW' in white is in the top right corner.	Crispy Thighs Sharing Bucket (6 pcs) The Crispy Thighs Sharing Bucket (single flavor or mixed flavors, including the brand-new Teriyaki Flavored Crispy Thighs) will come in a package that features Goku (mini) and the new characters Glorio and Gomah, as well as the "Six-star Dragon Ball".
 A bag of McDonald's McShaker Fries with a new seasoning. The bag features a character from Toei Animation and the text '大阪燒' (Okonomiyaki) and 'Okonomiyaki Flavored Seasoning'. A red circular badge with the word 'NEW' in white is in the top right corner.	NEW Okonomiyaki Flavored Shake Shake Fries Seasoning Paired with golden crispy fries, the new Okonomiyaki Flavored Shake Shake Fries Seasoning will offer a unique twist on a savory Japanese classic!



**NEW White Grape & Yoghurt Flavored Soda
with Fruit Cocktail**

The new White Grape & Yoghurt Flavored Soda with Fruit Cocktail has a refreshing sweet taste. The fragrance of white grapes paired with mixed fruits presents an incredible fresh flavor!