

FRESH THINKING

CASE STUDY

MCDONALD'S AND LRQA: TURNING RISK INTO OPPORTUNITY IN FOOD SAFETY

CLIENT MCDONALD'S



BACKGROUND

McDonald's is a brand that requires no introduction. Their golden arches are among the most recognised symbols in the world, synonymous with crispy fries, world-famous burgers and restaurants serving millions every day. But like any global brand, behind the iconic menu and customer experience lies risk – risk to the brand, risk to the business and risk to the people they serve.

McDonald's didn't just stumble upon safe food. It takes teams of dedicated food safety professionals working tirelessly behind the scenes to uphold the company's commitment to integrity and to deliver food that is safe to consume.

For more than 25 years, LRQA has been a trusted partner in this journey, supporting McDonald's in identifying risks, strengthening systems and connecting the dots to turn challenges into opportunities.

"Safe food has always been our promise. LRQA helps us connect the dots, turning risks into opportunities and protecting the trust we've built over decades." - *Professor Bizhan Pourkomaillian, Director of Global Food Safety, Restaurant and Distribution, McDonald's.*

THE CHALLENGE

With one of the most complex food supply chains in the world, McDonald's faces multiple risks every day. Financial losses, operational disruption and reputational damage are all potential consequences if those risks are not managed effectively. Trust takes decades to build but can be lost in seconds, and for McDonald's, protecting that trust is non-negotiable.

THE PARTNERSHIP

What began more than 25 years ago as supplier auditing has evolved into a true strategic partnership. LRQA now works with McDonald's to review every aspect of their supply chain, from farm to counter. By bringing knowledge from across industries, LRQA helps McDonald's see risks through different lenses and apply proven solutions from other sectors to strengthen their approach to food safety.

"Safe food has always been our promise and that commitment cannot be compromised. LRQA brings a unique ability to connect the dots – taking insights from other industries and showing how they apply to ours.

The risks may look different on the surface, but the principles are the same, and LRQA helps us use that perspective to stay ahead."

- *Professor Bizhan Pourkomaillian, Director of Global Food Safety, Restaurant and Distribution, McDonald's*

THE LRQA PERSPECTIVE

Partnerships like this are built on shared values of openness, transparency and continuous improvement. LRQA's role is to provide assurance, benchmark progress and introduce new tools and thinking that can help McDonald's enhance resilience and protect consumer trust.

"Working with McDonald's means embedding food safety into the culture of a business that serves millions every day. Our role is to bring external perspective and innovation that helps them anticipate risks and seize opportunities, reinforcing trust in their brand globally."

- *Kimberly Coffin, Supply Chain Assurance Technical Director, LRQA*

RESULTS AND IMPACT

- Strengthened food safety systems across a complex global supply chain.
- Applied cross-sector insights to anticipate risks and drive innovation.
- Reinforced brand trust through transparency and a culture of food safety.
- Shifted from compliance to opportunity, building resilience and long-term value.



Watch the McDonald's case study video here

GET IN TOUCH

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