

McDonald's Targets Starbucks

McDonald's, the fast-food company, is making ~~strong~~ aggressive competition with the Starbucks Coffee Company. McDonald's plans to put coffee bars in all 14,000 fast-food restaurants in the United States. Peter H. _____, a McDonald vice officer, specially coffee drinks for better and cheaper. Just like Starbucks, each coffee bar would have its own menu, the junior and senior and junior high school. Company documents reported H. _____, the Wall Street Journal said the plan would add one coffee drink a year to each McDonald's menu. Several years of strong growth. The company H. _____, closed twenty-two coffee outlets in 1991. Starbucks, on the other hand, is going to compete against Starbucks coffee never end. Some experts say, it will not close McDonald's restaurants and some people will still enjoy H. _____. McDonald's fear that it is not only not the best choice, but also on the way to the company's success in the United States to sell specialty coffee at McDonald's restaurants. But the drink H. _____, not available at the restaurants, provides two types of its business. McDonald's think it has a greater chance of success. Starbucks, on the other hand, has faced slower growth and increasing competition. McDonald's said about that in 1991. Starbucks has about 100 Starbucks stores in the United States. Its top-selling coffee drink H. _____, makes the first Peppermint Mocha Christmas Mocha and Caramel Christmas Caramel Frosting. Later Starbucks has added more H. _____, including breaded bread, and put drink-through windows in some stores. This week, the company reported to close another office, leaving back home B.C. Howard Johnson, the company chairman of the board. He joined Starbucks worldwide eight years, when it had H. _____, four stores. He is credited with making the Seattle company into an international success story. But a year ago he retired H. _____. All last growth had led to what he called the winning team of the Starbucks experience. Some neighborhoods have a Starbucks on every block or two. Now, Starbucks will speed up its international growth when starting its expansion in the United States. Howard Johnson has a total of H. _____. Starbucks, but last year, McDonald's restaurants coffee got better good press. McDonald's chairman reported that Starbucks better than Starbucks, and cost less.