

McDonald's Hikes Prices in Japan for the 2nd Time in 2022

VOCABULARY WORDS

1. Statement (Noun) /'steɪtmənt/ an official account of facts, plans, etc., especially one given to the media
Example: The royal family released a statement regarding the recent issue that they were involved in.
2. Remain (Verb) /rɪ'meɪn/ to stay in a particular place, state, condition, etc.
Example: She remained calm and collected even when the woman was shouting at her.
3. Import (Verb) /ɪm'pɔːrt/ to bring something from one country to another so it can be sold
Example: Japan imports agricultural products from nearby countries.
4. Significantly (Adverb) /sɪg'nɪfɪkəntli/ in a way that is large enough to be noticed or have an effect
Example: She has significantly changed from the last time that I saw her.
5. Chain (Noun) /tʃeɪn/ a group of shops, restaurants, hotels, etc. owned by the same person or company
Example: Mos Burger launched their chain of restaurants in the Philippines recently.



McDonald's Japan has increased the prices on much of its menu for the second time in 2022. In a statement released on September 26, the fast-food company announced that about 60% of its menu would be up to 30 yen — or 21 cents — more expensive from September 30. The famous Big Mac is among the affected items. It now costs 410 yen, or about \$2.85, up from 390 yen, or \$2.70. And the price of the Teriyaki McBurger has increased by 20 yen, or about 14 cents. If you're a fan of Chicken McNuggets, don't worry — they, along with coffee and other drinks, will remain the same in price, McDonald's said.

It's the second time in six months that McDonald's Japan has changed its prices. In March 2022, the company increased prices on 20% of its menu by up to 20 yen, or about 14 cents. Like other companies around the world, McDonald's said it has been affected by the

rising costs of energy and materials. The yen is also at its weakest since 1998, according to The Wall Street Journal, making importing materials from other countries significantly more expensive.

McDonald's is not the only restaurant in Japan to increase its prices. Kura Sushi, a popular sushi chain, announced on September 7 that the prices of about 50 of its menu items will increase from October 2022, ending its famous 100-yen (69-cent) sushi deal after nearly 40 years. And a survey by Nikkei released in June 2022 found that nearly 75% of Japanese restaurants had plans to raise their prices this year.

DISCUSSION

1. How have the rising costs of energy and materials affected your industry?
2. Has your company made any pricing changes in recent months?
3. What products have seen the biggest price increases in your country recently?
4. Have your spending habits changed over the past year?
5. What industries would you invest in if you were a millionaire?