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## Spotted, Secured & Now at McDonald's Canada. The World Menu Heist is Back.



**WORLD MENU HEIST**

**JAPAN**  
GARLIC & BLACK PEPPER CHICKEN McNUGGETS®

**JAPAN**  
BLACK GARLIC SAUCE

**SPAIN**  
McEXTREME PULLED PORK

**AUSTRALIA**  
CHICKEN PARMIGIANI BURGER

REVIEW EVIDENCE — NOT CLEARED

**A global reference can still be a Canada-centered campaign record.**

Separate inspiration territory from the campaign market and publication source.

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**Same organizing idea does not mean same assets,  
dates or permissions.**

Each iteration needs its own asset list, contributors, claims and approvals.

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REVIEW EVIDENCE — NOT CLEARED

**Recognition does not require reproducing the campaign photography.**

A literal text identity strip can establish the named record while protected imagery stays out.