

# The Krocwich



Ray Kroc, founder of the McDonald's hamburger chain, revolutionized the fast food industry by attaching "golden arches" to an otherwise drab restaurant facade. He also reinvented company spokesperson Ronald McDonald by emphasizing his sullen, sneering faultfinding nature, which members of the younger generation – his target market – immediately identified with. Like many entrepreneurs, Kroc dreamed of leaving his mark on history with a product that bore his name. However, his "Krocwich," introduced in 1980, fell short of his goal. Not only were culinary reviews of the sandwich universally scathing, but in 1999, PETA sued McDonald's for single-handedly putting an animal on the Endangered Species List, litigation that continues to this day, much to the delight of the law firms involved.