

Russian McDonald's Spinoff Sets Sights on Kazakhstan Market

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The Vkusno i Tochka logo seen on Pushkinskaya Square in Moscow **Moskva News Agency**

The owner of the rebranded Russian McDonald's is seeking to expand into Kazakhstan, the state-run RIA Novosti news agency [reported](#) Monday.

The U.S. fast food giant sold its Russian business to a local licensee in May 2022 in response to the invasion of Ukraine. The rebranded McDonald's, Vkusno i Tochka ("Tasty — and that's it"), opened in July.

Vkusno i Tochka has applied for trademark registration in Kazakhstan after McDonald's pulled out of Russia's Central Asian neighbor this month, RIA Novosti reported, citing the Kazakhstan Justice Ministry.

Related article: [Russian 'McDonald's' Runs Short of French Fries](#)

"Applications for registration of trademarks ... are under consideration," Kazakhstan's Justice

Ministry said.

McDonald's [exit](#) from Kazakhstan has been attributed to [disruptions](#) to meat supplies from Russia caused by the invasion of Ukraine.

Asset Mashanov, the managing director of McDonald's Kazakhstan, [said](#) last week that the company was not considering operating under the Vkusno i Tochka brand.

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