

## 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 <u>reported</u> 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 <u>exit</u> from Kazakhstan has been attributed to <u>disruptions</u> to meat supplies from Russia caused by the invasion of Ukraine.

Asset Mashanov, the managing director of McDonald's Kazakhstan, <u>said</u> last week that the company was not considering operating under the Vkusno i Tochka brand.

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