

When Will Mcdonald's Release Their Pumpkin Spice Products?

By Georgia Hamilton

Mcdonald's was supposedly going to release their pumpkin spice products early this year. So, where are they?

For those that go to Mcdonald's for the coffee, this is probably a big issue. The fall favorite has yet to be released 2018. The first day of fall was September 22, which gave the fast food franchise plenty of time to release the products. Yet we still have caught no wind of the tasty treats. "I'm going through pumpkin spice withdraw," said Leann Gieseck, a fan of the products, about the late release date.

Last year Mcdonald's released their McPumpkin products late August, but this year, there seems to be a sort of "delay." Starbucks, the popular coffee company, released their products on August 28 of 2018. So what is going on with Mcdonald's? There still seems to be no sign of a release date and all of the hardcore fans are getting impatient. Many people think that the coffee, especially the pumpkin spice latte, is the best part of the fall season and even Mcdonald's in general. Of course, these are only the people that go to Mcdonald's more often and enjoy the McCafe items.

The customers who buy this fall favorite are anxious and confused as to when the pumpkin spice products will be released. Some have even developed their own theories about why the products haven't been released yet. "Starbucks hijacked the distributor trucks and are holding them for ransom," said Leann Gieseck, is among some of the more amusing ones. However, Krista Hall's theory that "Starbucks caught wind of a possible early release and beat them to it," is a much more logical and acceptable answer. Others think that "The demand simply wasn't high enough." said Emma Hamilton. Still more think that it's all about competition and being the first ones. This is definitely one of the best assumptions, but still these theories are just the tip of the iceberg. It's true that Starbucks really know what they're doing when it comes to coffee so it's only logical that the company is proving to have competition with Mcdonald's.

One thing's for sure: regular, devoted customers will be lining up once the products are released. "I am really irritated that they haven't come out yet." said Leann Gieseck. Others believe that late August is too early of a release date, which is acceptable considering that fall doesn't start till September every year. This year's "unseasonably hot weather" said Wren Hawkins, could also be a possible answer as to why the products are not out yet. Certain customers also prefer Starbucks' pumpkin spice to that of Mcdonald's, or they just think that there is too much sugar in the fall products. Others have never tried any coffee at Mcdonald's so they don't know about the pumpkin spice products. This could also be why the products are not

out yet. Perhaps if more people knew about the products they would make more money off of them. It all falls under one specific question; When is the release date?