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McDonald's May Sales Rise 4.8% on New Frappes, Snack Wraps

By Burt Helm

June 8 (Bloomberg) -- [McDonald's Corp.](#)'s global sales rose more than some analysts estimated last month as diners purchased new beverages such as frappes.

Sales at restaurants open at least 13 months increased 4.8 percent, the world's largest restaurant company said today in a statement. Analysts projected global sales would advance 4.5 percent, the median of estimates compiled by Bloomberg.

McDonald's, based in Oak Brook, Illinois, has introduced offerings to increase [sales](#) outside of lunch and dinnertime, including the breakfast dollar menu, started in January, as well as snack wraps, frappes and smoothies.

"Beverages will likely drive traffic in the U.S. from Memorial Day to Labor Day," from June through August, [Tom Forte](#), an analyst at New York-based Telsey Advisory Group, said in an interview yesterday. "The beauty of smoothies is, they may be able to boost afternoon traffic," building on the strength of the updated breakfast menu, Forte said.

Revenue at older restaurants climbed 3.4 percent in the U.S. Sales rose 5.7 percent in Europe and increased 3.8 percent in Asia, the Middle East and Africa.

[McDonald's](#) rose 5 cents to \$66.75 yesterday in New York Stock Exchange composite trading. Before today, the shares had jumped 6.9 percent this year.