



The Ultimate Reveal: **McDonald's Hong Kong Celebrates 50<sup>th</sup> Anniversary** with **"Back to the Beginning in 1975" Microfilm's** Ten Unmissable Highlights  
The **full version of the Microfilm**, featuring **behind-the-scenes footage** with **award-winning actors and crew**, is now available.

**"McDonald's Hong Kong i'm lovin' It 50<sup>th</sup> Anniversary Exhibition"** Opens Oct 1<sup>st</sup> at West Kowloon Cultural District



[September 15, 2025 - Hong Kong] – In an unprecedented collaboration with **Hong Kong Film Award-winning actors and production teams**, McDonald's Hong Kong proudly unveils the full version of its microfilm, **"Back to the Beginning in 1975"**, along with exclusive behind-the-scenes footage. Both are now available on the McDonald's Hong Kong YouTube channel, inviting fans to journey back to January 26, 1975, and relive the opening day of McDonald's Hong Kong's first restaurant. The behind-the-scenes content offers unique insights from Hong Kong Film Award **Best Actor Nicholas Tse Ting-fung** and **Best Supporting Actor Michael Ning**, revealing **"ten unmissable highlights" from the production**. Building on this cinematic experience, the **"McDonald's Hong Kong i'm lovin' it 50<sup>th</sup> Anniversary Exhibition"** will open at the West Kowloon Cultural District's Freespace on October 1. Public can purchase admission tickets starting today, offering an exclusive "time machine" journey to experience **the first restaurant and the historic streetscape of Paterson Street in Causeway Bay**, as vividly depicted in the microfilm.

**Inspired by a True Story: Nicholas Tse as McDonald's HK First Restaurant Manager, Embodying the Brand's 50-Year Consistent Philosophy**

The highly anticipated 50<sup>th</sup> Anniversary microfilm "Back to the Beginning in 1975" has been unveiled on September 14 night. Based on a true story, this microfilm chronicles McDonald's Hong Kong's initial foray into the market five decades ago, tracing the genesis of its brand mission: a commitment to being "People-obsessed, Customers-first, Innovative for Growth." At the time, the general public had limited exposure to Western delicacies like hamburgers, fries, and milkshakes, and was unfamiliar with American fast-food culture. Consequently, McDonald's arrival in Hong Kong brought about a transformative shift in the culinary and lifestyle habits of the populace, forging a "taste memory" that has been deeply ingrained in people's hearts for the past 50 years. Beginning with McDonald's Hong Kong's "firsts," the microfilm transports audiences back to January 26, 1975, vividly depicting the historic grand opening of the first McDonald's Hong Kong restaurant on Paterson Street in Causeway Bay and the continuous stream of eager customers.



Portrayed by **Hong Kong Film Award for Best Actor recipient Nicholas Tse**, the microfilm's main character is based on McDonald's Hong Kong's very first restaurant manager, affectionately known as "The Grandpa." **Tse**, as the manager, and **Hong Kong Film Award for Best Supporting Actor recipient Michael Ning**, as a McDonald's employee, authentically collaborate to depict the daily routines of the restaurant's frontline team. The film meticulously showcases everything from employees diligently preparing for opening – inspecting and cleaning every corner for smooth operations and customer service – to teaching customers how to enjoy a hamburger by hand, and finally, to the sincere conversations among staff after their first day. This entire story authentically portrays how, since its arrival in Hong Kong, McDonald's has consistently upheld its 50-year service commitment, delivering Happy Moments to customers with unwavering dedication.

To faithfully recreate the historic opening moment from 50 years ago, McDonald's Hong Kong partnered with a formidable team of award-winning film production professionals. This collaboration includes **experienced advertising director Maisy Choi as director**, along with distinguished professionals such as **William Chang (multiple Hong Kong Film Award recipient for Best Film Editing)**, **Man Lim Chung (Best Art Direction and Best Costume & Makeup Design)**, **Victor Wong (Best Visual Effects)**, and **Chan Kwong Wing (Best Original Film Score)**. Driven by a pursuit of utmost perfection and authentic set design, the production team dedicated over a year to intensive research. Following this, they spent an entire month working day and night to construct a precise replica of McDonald's Hong Kong's first restaurant and the old streetscape of Paterson Street in Causeway Bay. This encompassed every iconic element of the original McDonald's Hong Kong restaurant, from the menu lightboxes and cashier to the iconic brown floor tiles, booth seating, straw dispensers, food packaging, and tray liners—each piece meticulously designed to trigger a wave of nostalgia. Furthermore, various shops and street signs from 1970s Paterson Street, including herbal tea shop, pharmacy, electrical appliance store, tailor shop and stationary & toys shop, were flawlessly replicated. Through these detailed and authentic visuals, the microfilm fully presents the face of old Hong Kong, aiming to evoke collective memories and deeply connect with the audience.

The full microfilm and behind-the-scenes footage are now available on the McDonald's Hong Kong YouTube channel. We invite all fans to experience the grand opening of McDonald's Hong Kong's first restaurant and savor 50 years of Hong Kong's heritage: <https://youtu.be/k-d6C2T5Yf8>



**Tickets are now available for the "McDonald's Hong Kong i'm lovin' it 50th Anniversary Exhibition", inviting all to embark on a delightful journey across five decades of happiness**

In celebration of its 50th anniversary with the community, McDonald's Hong Kong will host the **"McDonald's Hong Kong i'm lovin' it 50th Anniversary Exhibition"** at Freespace, West Kowloon Cultural District, from October 1 to October 19. This monumental event marks McDonald's Hong Kong's largest-ever themed exhibition, **showcasing the meticulously recreated first restaurant and the old Paterson Street scene from the microfilm**. By integrating film sets, immersive visual effects, grand projections, and engaging interactive features, the exhibition aims to reactivate the brand's 50-year journey of creating Happy Moments. Hong Kong citizens will have the chance to fondly recall the countless "firsts" shared with McDonald's Hong Kong.

From every familiar McDonald's taste and cherished toy to the classic bricks and mortar, visitors are invited to embark on a half-century journey through time, starting from 1975, for an unforgettable flavor and nostalgia trip! Beloved McDonaldland characters—**Ronald McDonald, Hamburglar, Birdie, and Grimace**—will guide guests through the exhibition. **Within the exhibition, guests can immerse themselves in the microfilm's meticulously restored 1975 classic settings, featuring the first McDonald's Hong Kong restaurant and the diverse shops of Paterson Street in Causeway Bay.** This offers an unparalleled opportunity to freely wander through 1970s Hong Kong and rediscover its iconic local sentiment. **Hamburglar, Birdie, and Grimace** will lead attendees on a journey through the diverse tastes and delightful times McDonald's Hong Kong has cultivated over five decades, innovatively bringing classic memories back to life. McDonald's fans are invited to fully immerse themselves in the fun, capture lasting memories at numerous large, engaging, and nostalgic photo opportunities, and collectively contribute to and forge a new chapter for this 50th-anniversary landmark.

Starting today, public can navigate to the ticket purchase page by clicking the event banner within the McDonald's App or through the designated website: <https://event.mcdonalds.com.hk/imlovin-it-50th-exhibition/register>. Each admission ticket costs only HK\$35, with net proceeds after partial cost deductions benefiting Ronald McDonald House Charities Hong Kong. Tickets are limited and will be allocated on a first-come, first-served basis. All fans are warmly encouraged to join McDonald's Hong Kong's 50th-anniversary celebration and experience a delightful journey across five decades.



## "Back to the Beginning in 1975" Microfilm Ten Unmissable Highlights



### 1) Groundbreaking Microfilm: Nicholas Tse Brings McDonald's Hong Kong History to Life

In an innovative approach to showcasing its rich history, McDonald's Hong Kong has partnered with Best Actor recipient Nicholas Tse for a pioneering microfilm. This captivating film transports audiences through 50 years of familiar flavors, vividly reviving a cherished "taste memory."



### 2) Award-Winning Talents Behind the Scenes

The microfilm features Hong Kong Film Award recipients Nicholas Tse (Best Actor) and Michael Ning (Best Supporting Actor), supported by an unparalleled production team. This includes director Maisy Choi, William Chang (Best Film Editing), Man Lim Chung (Best Art Direction and Costume & Makeup Design), Victor Wong (Best Visual Effects), and Chan Kwong Wing (Best Original Film Score). Together, they formed an unprecedented and international-caliber creative force behind this microfilm's production.

Chan Kwong Wing's subtle reinterpretation of McDonald's melody "Ba Da Ba Ba Ba" provides a perfect ending.



### 3) The Microfilm is Adapted from a True Story

The character portrayed by Nicholas Tse is based on a real person: McDonald's Hong Kong's very first restaurant manager, affectionately known as "The Grandpa." Now over 80 years old, "The Grandpa" visited the set during the microfilm's production to share insights and offer encouragement to the production team and the actors portraying McDonald's staff. He expressed immense admiration and emotion for the authentic recreation of the 50-year-old restaurant and street scenes.



### 4) Over a Year of Dedicated Research Ensured Authentic Recreation

Man Lim Chung, a Hong Kong Film Award recipient for "Best Art Direction" (for I'm Livin' It) and "Best Costume & Makeup Design" (for The Goldfinger), served as the Art Director for this microfilm. He and the production team were determined to authentically recreate McDonald's Hong Kong's first restaurant and the streetscape of Paterson Street in Causeway Bay where it was located. This endeavor involved over a year of dedicated research. Beyond collecting historical documents and photographs, the team also visited libraries to review old newspapers from that era and actively contacted former residents, conducting over a hundred oral history interviews in total. The aim was to achieve the utmost realism in the set design, including herbal tea shop, pharmacy, electrical appliance store, tailor shop and stationary & toys shop, and vividly bring to life the social and cultural atmosphere of the time.

In a delightful turn, the production team unearthed that Wah Sang Stationers (the lower photo), once a fixture on Paterson Street, continues to thrive in Causeway Bay, serving its neighborhood despite having moved locations. Much like McDonald's Hong Kong, it has endured as a cherished community memory for five decades.





### 5) Authentic 1970s Immersion: McDonald's First Restaurant and Paterson Street

Through meticulous art direction, the microfilm perfectly captures the nostalgia of old Hong Kong. The first McDonald's Hong Kong restaurant and the Paterson Street scene, painstakingly constructed over a full month, present every detail of the 1970s interior: menu lightboxes, cashier, brown floor tiles, booth seating, straw dispensers, food packaging, and tray liners and a Ronald McDonald statue. To further enhance immersion, the film features period-accurate bicycles, taxis, and private cars from the 1970s. This allows both actors and audiences to deeply experience the American fast-food style and street atmosphere of that era, offering a compelling contrast to today's digitized and sleek environment.



50 YEARS of LOVE







## 6) Perfect Recreation of the Grand Opening Ribbon-Cutting Scene

Every detail in the microfilm has been rigorously verified to ensure an accurate recreation of actual events. For instance, the opening scene of the first McDonald's Hong Kong restaurant in 1975, including elements like the ribbon-cutting ceremony, balloon distribution, and the employee group photo, are all fully presented. The "special ribbon" used for the cutting ceremony is an exact replica of the original, similarly woven from Hong Kong ten-dollar notes.



## 7) Skillful Application of CG Technology Recreates 1970s Hong Kong

Even with authentically constructed film sets, the skillful application of CG technology was essential to more accurately present detailed visuals rich with historical authenticity. For this microfilm, Victor Wong, a Hong Kong Film Award recipient for "Best Visual Effects" (for Initial D), spearheaded the effort. He utilized advanced CG technology to create the tram that Nicholas Tse rides in the microfilm, as well as parts of the old streetscape, achieving an exceptionally high degree of realism.





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### 8) Mobilizing 300 Extras

The microfilm production mobilized nearly 300 extras to recreate the restaurant's bustling grand opening, marking the largest advertising production in McDonald's Hong Kong's 50-year history. All extras' costumes, hairstyles, and makeup were meticulously styled to reflect 1970s aesthetics, such as McDonald's Hong Kong's first-generation employee uniforms, bell-bottom pants, and voluminous curls hairstyles. With nearly 500 sets of costumes prepared, the production team authentically recreated 1970s Hong Kong daily life, fully immersing viewers in the era.



### 9) Two Current McDonald's Hong Kong Managers Participate in Filming

Among the actors portraying McDonald's staff, two are current McDonald's Hong Kong Restaurant General Managers. They successfully emerged from several rounds of auditions to secure their acting roles, and during filming, had the unique opportunity to perform alongside Nicholas Tse and Michael Ning. They also personally shared insights into daily restaurant operations with the cast, significantly enhancing the authenticity of their performances.



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#### **10) McDonald's Hong Kong's 1975 Entry Popularized Hamburgers and Fries**

In 1975, McDonald's Hong Kong's entry introduced the American fast-food experience to citizens, gradually transforming hamburgers and fries into popular staple meals. Customers at the time also learned the novel experience of holding their burgers by hand, enjoying a Big Mac's rich, signature flavor in one bite without needing to tip.





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**"McDonald's Hong Kong i'm lovin' it 50th Anniversary Exhibition"**



Public can purchase tickets starting today from the designated methods below. Each admission ticket costs only HK\$35. All fans are warmly encouraged to join McDonald's Hong Kong's 50th-anniversary celebration and experience a delightful journey across five decades.

- Date: From October 1 (Wednesday) to October 19 (Sunday), 2025  
Time: 10:00 AM to 10:00 PM daily  
Location: Freespace, West Kowloon Cultural District  
E-ticket On-Sale Date: Available for purchase online starting today, on a first-come, first-served basis, while supplies last.  
E-ticket Price: HK\$35 (Proceeds from ticket sales, after deducting partial costs, will be donated to Ronald McDonald House Charities Hong Kong)  
Ticket Purchase:  
1. Login to McDonald's App and access via the designated event banner  
2. Visit the event website:  
<https://event.mcdonalds.com.hk/imlovin-it-50th-exhibition/register>