

## 《麦当劳又做新实验了，这种新店感觉还挺好玩》

sustainability [s 'ste n b l t ]

n. ????



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McDonald's currently has more than 1,470 restaurants scattered throughout Germany, but for 10 days in June, customers at its location inside the Mall of Berlin had a completely different experience when they ordered a Hamburger Royal Käse or a Schokolinsen-Saurer Apfel McFlurry.

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For starters, all of the restaurant's burgers were served in packaging made from grass and they could've eaten that McFlurry with a small wooden spoon.

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From June 17 through June 26, the restaurant temporarily reinvented itself as the Better McDonald's Store — and, from a sustainability perspective, that wasn't just a clever name.

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The Better McDonald's Store was completely plastic-free, which allowed the company to test out some alternatives to single-use plastics and to receive customer feedback on each of those items.

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In addition to paper straws, wooden cutlery, and grass-paper burger cartons, condiments and dipping sauces were served in edible waffle cups, and Chicken McNuggets were handed out in paper bags instead of cardboard cartons.

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"Normally, McDonald's goes out with perfect solutions. This time we said, 'We don't have perfect solutions yet... please help us!'" Diana Wicht, the Sustainability Department Head for McDonald's Germany, said in a statement.

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It's probably not a bad idea for the company to scroll through everyone's opinions before it changes things up on a permanent basis.

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Earlier this year, McDonald's replaced the plastic straws in its U.K. locations with paper straws, and they weren't exactly well-received: more than 53,000 people have signed a petition asking McDonald's to bring back the plastic. (The campaign creator's reason for his big ask? "So I can drink my milkshake proper.")

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sustainability [s?'ste?n?b?l?t?]

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It's not fair to my marriage, my ongoing success, and the sustainability of how I live.

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sustainable?adj. ?????;?????

Does the company have a sustainable competitive advantage?

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