FEEL GOOD STORY

Short Stories
Based on True Stories
from Customers and Crew

1

Memories of Hospitality

I heard that the McDonald’s restaurant I had been going to for many years was closing, so I paid my final visit with my sixth-grader son. My son and I used to visit this restaurant when he was still in kindergarten. This is an important place for both of us as a parent and a child, filled with many memories. As we entered the restaurant, one of the restaurant crew members noticed us and approached us.

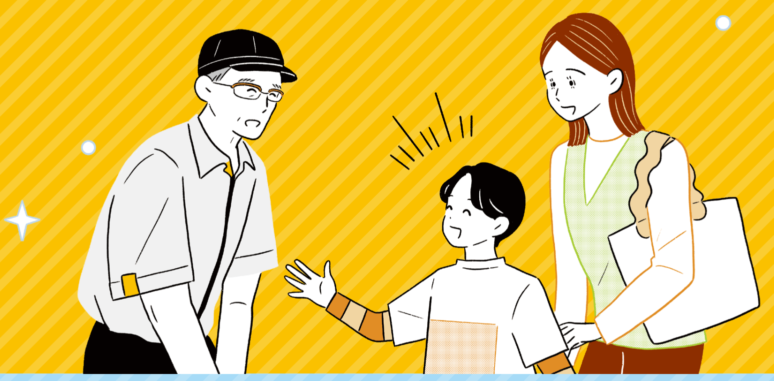
“You have been visiting our restaurant since you were little, haven’t you? It’s been a long time. You’ve grown up.” The crew member smiled at my son and had a wisp of a tear in their eye.

Suddenly, this nostalgic memory came back to me.

My son used to LOVE the Soft Twist. I always had to ask for one with a cup because he couldn’t eat it well and often ended up spilling it. Then, before too long, the restaurant crew started to serve it with a cup without us having to say anything.

I didn’t expect them to even remember us, as we hadn’t been able to visit the restaurant since my son started attending elementary school… I also started crying and could not express my gratitude properly, so I would like to take this opportunity to tell you how much I appreciated their thoughtfulness.

My son and I have come to LOVE McDonald’s EVEN MORE because of this restaurant and that one crew member.



2

The Prize of a Successful Order

The following happened on the day I used McDonald’s drive-thru to purchase dinner for my family.

Even though my daughter in the back seat had given me a specific instruction (“Get me a McShake®, too!”), I forgot all about it… After checking out, I had to tell my daughter, “Sorry, my dear, I forgot to buy your McShake…,” but she said, “I’ll go get it myself!”

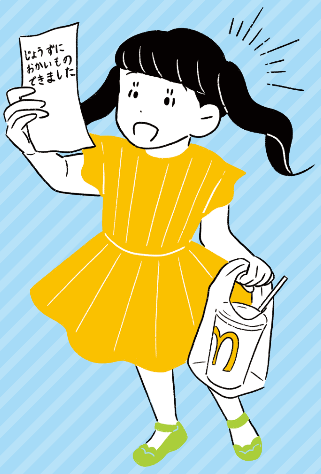
Clutching a 500-yen coin in her small hand, my daughter entered the restaurant by herself, quietly repeating the line she had rehearsed in the car. “I’d like a vanilla McShake, please.”

I was waiting in the car with my 3-year-old son, but I was worried so I checked on her from outside the restaurant. I could see a female crew members serving my daughter with a smile on her face. As I waited in the car, feeling relieved, the crew members went out of her way to see my daughter off, smiling and reporting that she had placed her order successfully.

My daughter said, “She wrote something! Look!” She happily handed me the receipt, which said, “Mission accomplished! Congratulations on a job well done!”

My daughter cherishes that receipt to this day.

This small experience of success, I believe, helped to boost my daughter's self-confidence a great deal. I would like to say "Thank you very much" to that wonderful crew members who kindly stayed by her side.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3

A Small Note and a Sense of Security

Because I have a hearing impairment, I usually don't stop at stores other than supermarkets. But one day, a McDonald's employee at the entrance bravely called out, "Welcome!" That gave me the courage to try eating out for the very first time in my life.

As I stood nervously at the counter, unsure if my order would be understood, the same crew member responded with simple sign language.

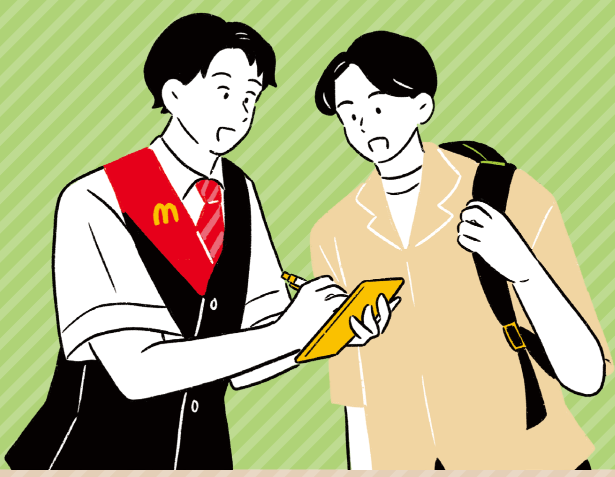
They also used written notes to ask, "How's the food?" and "Is the coffee the right temperature?" Their kindness put me completely at ease.

And just as I was about to leave, the employee handed me a handwritten note.

"Thank you very much for visiting us today. We look forward to welcoming you again. We're here to support you in every way we can. (I'm still a beginner at sign language, but I hope you'll come back and see us again!) From all of us on the team."

Dining out alone felt like a daunting battle, filled with anxiety. Amidst that, a warm welcome and hospitality truly made me happy.

I'm already looking forward to my next visit to the restaurant.



4

The Day I Felt *I'm Allowed to Stay Here*

I visit McDonald's frequently with my son. The other day, I took my infant daughter with us for the first time.

My son has autism spectrum disorder. When I was holding my daughter in my arms while carrying my order, he started to roam around the restaurant. Being filled with worries about him and feeling bad for the people around us, leaving the restaurant as quickly as possible was all I could think about.

It was during such a moment that a woman employee ran towards my son, looked him in the eye and spoke to him kindly.

She put a straw in a McShake, his favorite item, and handed it to him.

When I go out with my son, I'm always on edge about not causing trouble to those around us. Since having my children, I feel that my life has been about constantly apologizing to someone.

But on this day, it was the first time that I felt from the bottom of my heart that "my son and I are allowed to stay here."

Being offered such heartfelt hospitality despite the restaurant being busy with many customers really saved me. The employee is a hero that soothed my soul.

I want to keep visiting this restaurant forever.

5

My Favorite Restaurant Staff

I have a favorite restaurant.

There is a crew member at this restaurant with a cheery voice that gives me energy even on gloomy Mondays.

This happened a few years ago on a day that the restaurant was crowded. A man came rushing into the restaurant saying that he "may have thrown away his airline ticket." Upon hearing these words, the staff member I mentioned put on gloves and started to carefully pick through the trash can.

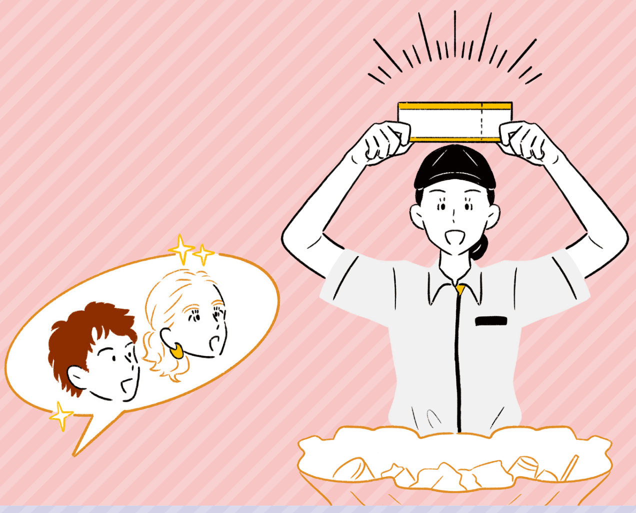
After a few minutes, the staff member calmly said "I found it! Please be careful and don't rush. I'm sure you'll make your flight!" while handing over the ticket.

I watched this entire scene unfold before my eyes along with a non-Japanese woman beside me, with the woman saying, "Good job!" and I myself not being able to help but tell the staff member "That was amazing!"

"It's what any McDonald's staff member would do!"

I was moved as she said this with a smile. It just isn't something that anyone can do. Knowing that her kindness and work performance could be understood by a non-Japanese person not familiar with the language made me proud of the careful consideration and sincerity of Japanese people.

I won't be able to visit this restaurant regularly anymore as I'm going to be transferred next month, but I want to come back some day to see that smile and have my spirits boosted.



6

The Smile that Healed a

Tired Soul

That day, I was so exhausted after work I didn't even have the energy to cook dinner, so I stopped by at McDonald's.

The staff at the front counter was so polite and courteous, prompting me to ask, awkwardly, for the first time in my life, "Can I also order a smile?"

To the staff, this may have been unexpected, but she responded with a big, happy smile and did not display any reluctance. She even encouraged me saying, "You did well today—let's keep going."

Then I sat down and waited for my order. Another staff member approached my table to deliver my order and said, "This is from the person who took your order," and gave me a receipt along with a hand-written message.

The person who took my order, the staff who delivered it, and the rest of the team…they all had a positive and welcoming environment.

That day, the hamburger tasted better, but more importantly, the team lifted my spirits and motivated me to keep going.

I'll come back here whenever I'm happy or need motivation.
I hope the front counter staff receive my message.

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