



Smiles Begin with Fun

Kawagoe U_Place Restaurant (Saitama)
Manager
Rei Maeno-san

After watching her mother, sister and twin brother working happily at McDonald's, he started working at the Kawagoe U_PLACE restaurant. He participated twice in the AJCC (All-Japan Crew Contest*), advancing to the East Regional round.

*A recognition program where crew members nationwide compete to demonstrate skills learned through training.

A Belief in Training

When Maeno-san starts his shift, the whole atmosphere of the restaurant lights up. He greets each crew member by name, looking them in the eye, but what truly stands out is the way he gives feedback and recognition to his team members. "You made that look great!" "You got so much faster!" "Thank you!" His positive words constantly fill the restaurant, and before long, everyone is smiling.

"Working with Maeno-san is just fun, plain and simple. He boosts my motivation and naturally makes me want to try harder," says Namiki-san, one of his junior colleagues, who praises his training style.

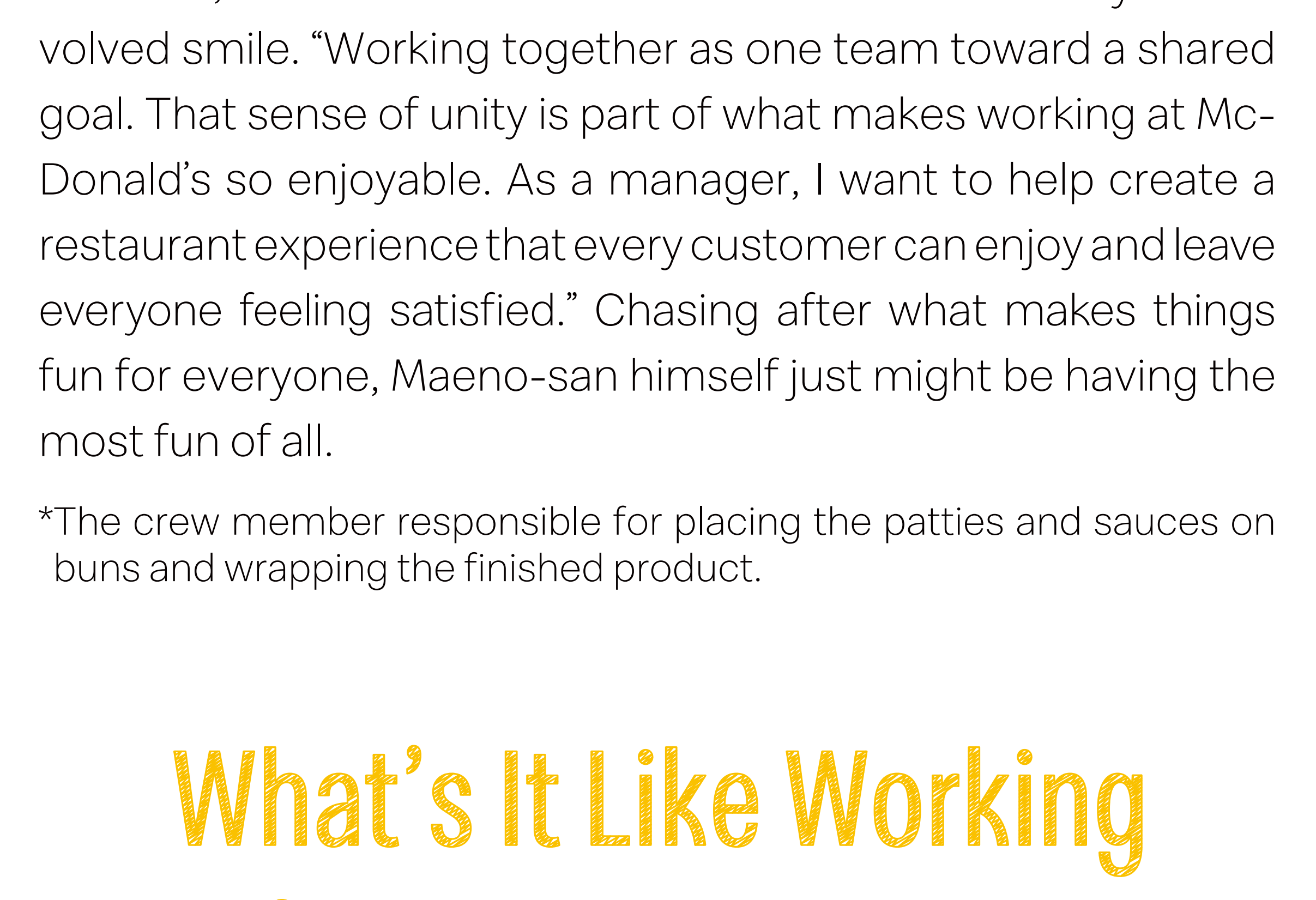
Maeno-san has developed his own philosophy about training through his experience at this restaurant. "Training isn't just about teaching people how to do the job. It's about helping them feel how fun the job can be. It's only when they're having fun that they can truly grow. And getting to see my trainees develop firsthand is actually what I enjoy most about my own work."



Returning the Favor and Discovery

Ever since joining the restaurant, Maeno-san has been trained by the veteran manager, Ishibashi-san. While it's hard to imagine now, there was a time when Maeno-san made mistakes and struggled to keep up with his senior colleagues. However, no matter what, Ishibashi-san was always incredibly patient, offering precise advice and positive encouragement while working together. "I was truly grateful," Maeno-san says, expressing his deep appreciation for the remarkable mentor. His own approach to training has been greatly influenced by Ishibashi-san.

About a year after Maeno-san joined the team, he got a chance to return the favor. He was selected to represent his restaurant in the AJCC competition as an Assembler. Maeno-san continued to hone his skills through consistent effort—so much that everyone at the restaurant recognized his dedication. "Looking back, AJCC may have been the first time in my life that I felt so completely passionate about something. I wanted to advance in the competition and make Ishibashi-san and the whole team happy. That thought alone gave me strength." Maeno-san advanced to the East Region round, achieving his long-held goal of repaying the support he had received. At the same time, he discovered that working "for his colleagues" was a major driving force in his own work.



Creating an Enjoyable Restaurant

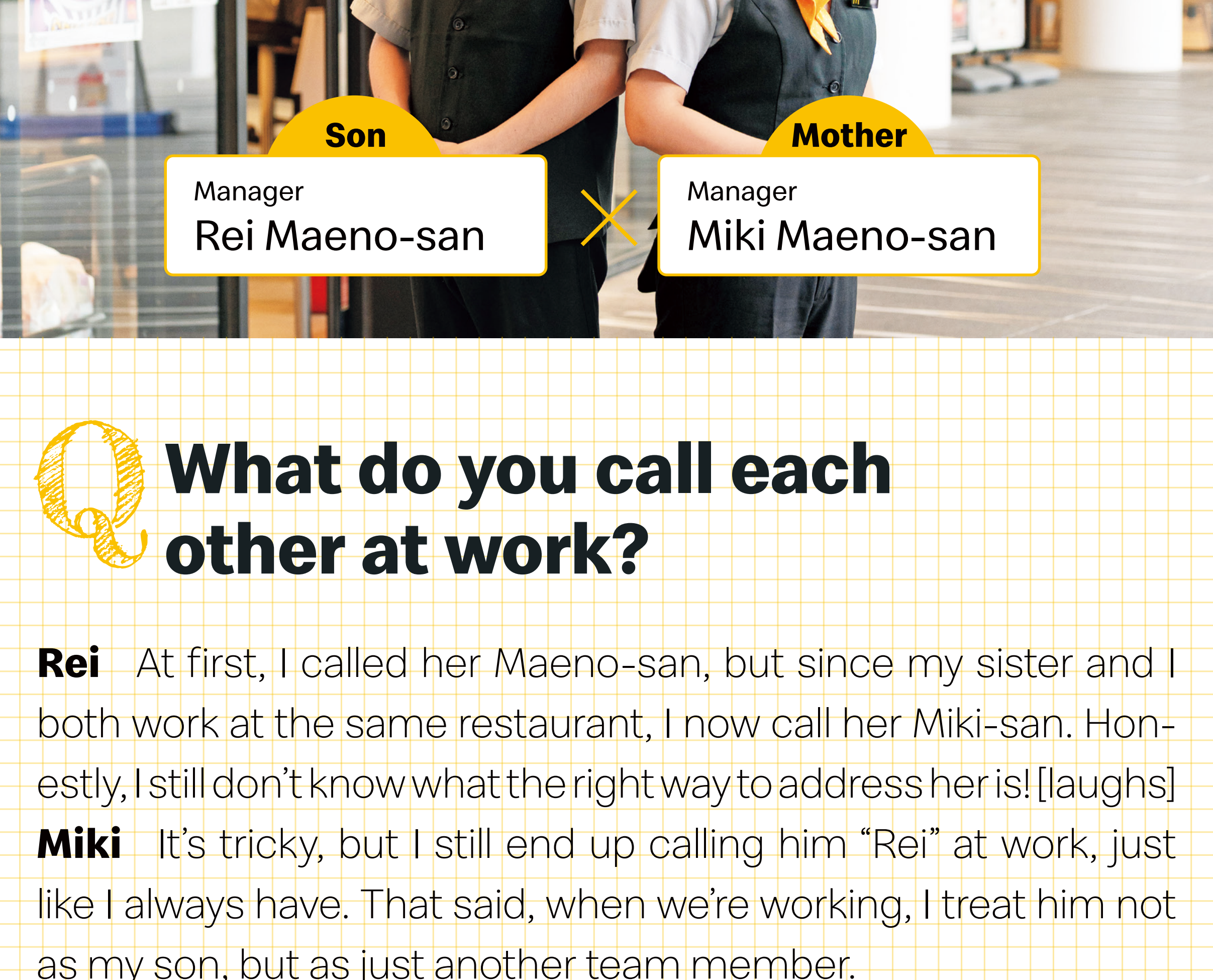
This past May, Maeno-san was promoted to manager, taking on the responsibility of leading the entire restaurant. Constantly observing the customers, his team, and the overall restaurant situation, he aims to run a restaurant that makes everyone involved smile. "Working together as one team toward a shared goal. That sense of unity is part of what makes working at McDonald's so enjoyable. As a manager, I want to help create a restaurant experience that every customer can enjoy and leave everyone feeling satisfied." Chasing after what makes things fun for everyone, Maeno-san himself just might be having the most fun of all.

*The crew member responsible for placing the patties and sauces on buns and wrapping the finished product.

What's It Like Working with Your Parent?

Rei Maeno-san works with his mother at the Kawagoe U_PLACE restaurant. What's it really like to work at the same restaurant as your mother?

We asked them both to share their honest thoughts!



What do you call each other at work?

Rei At first, I called her Maeno-san, but since my sister and I both work at the same restaurant, I now call her Miki-san. Honestly, I still don't know what the right way to address her is! [laughs]

Miki It's tricky, but I still end up calling him "Rei" at work, just like I always have. That said, when we're working, I treat him not as my son, but as just another team member.

Was there any hesitation about working together at the same restaurant?

Rei Not at all. Our whole family gets along great, and my mom's cool and seemed to enjoy her work, which was actually why I started working here in the first place.

Miki I was happy about working together, but I did double-check if it was okay for us to be at the same restaurant. I have four kids, and all four of them have worked at McDonald's. Before each one joined, I made sure to ask if they were comfortable with it.

Was there anything you found good about working together?

Rei Being able to talk about work at home has been a big plus. Also, getting to see how Miki-san works up close has taught me a lot.

Miki It's definitely a joy to see my children working and growing firsthand.

What do you find impressive about each other?

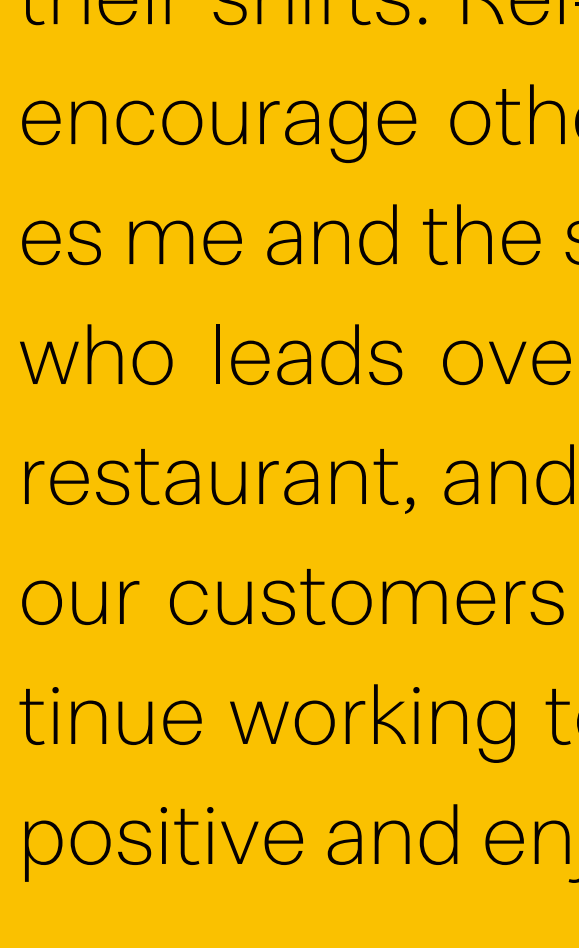
Rei When Miki-san starts working, the whole restaurant just lights up. Especially since she became a manager, I'm often surprised by her observational skills, thinking, "Wow, she noticed that too!"

Miki He's great at creating a fun atmosphere. He's still new to being a manager, but he's already doing a great job communicating goals for each crew member and encouraging them. I think he's off to a great start.

Anything else you'd like to say to each other about working together in the future?

Rei I want to keep learning a lot from Miki-san's work and follow in her footsteps. I'm confident in my kitchen operations, so I hope we can leverage each other's strengths to take on some new challenges together.

Miki He may be my son, but in the restaurant, I see him as a kind and dependable manager who treats everyone with respect. I hope he keeps taking on new challenges with the team.



A Word from the RGM!

RGM
Kozue Miyazato

What both of them have in common is their ability to instantly brighten the restaurant's atmosphere the moment they start their shifts. Rei-san is a natural motivator -- not only does he encourage other crew members, but he also naturally praises me and the senior staff. Miki-san is a dependable presence who leads over 40 GELs (Guest Experience Leaders) in our restaurant, and she's indispensable when it comes to making our customers smile. As fellow managers, I hope they'll continue working together to make our restaurant an even more positive and enjoyable place for everyone.