# McDonald’s to bring CosMc’s otherworldly beverages to mainstream menu in US test rollout



The fast-food giant McDonald's has unveiled plans to incorporate select beverages from its newly launched spin-off restaurant, CosMc's, into its mainstream menu. This initiative follows the establishment of CosMc's, which debuted in Bolingbrook, Illinois, in 2023. The restaurant concept was inspired by a relatively obscure mascot, CosMc, and aims to create a unique dining experience centred around innovative, beverage-led offerings.

According to McDonald's, CosMc's is described as "a new small-format, beverage-led concept that’s truly out of this world." The focus on nostalgia and creativity is intended to attract customers with a menu boasting bold, refreshing drinks alongside a limited selection of enticing food items. The press release emphasised that CosMc's would feature “otherworldly beverage creations” paired with familiar McDonald's favourites to evoke an uplifting experience for patrons.

During a recent earnings call, CEO Chris Kempczinski highlighted the company's strategy, stating, "It’s part of why we set up beverages as one of our key three category structures — just because of the opportunity that we saw there." While the complete list of beverages to be introduced into existing McDonald's restaurants remains undisclosed, some of the popular offerings from CosMc's are generating considerable excitement. The New York Post reports that bestsellers include the Island Pick Me Up Punch, Churro Cold Brew Frappe, and Sour Energy Burst.

The unique menu items from CosMc's, which allow a high degree of customization, have specifically captured consumer attention. With options like the Popping Pear Slush and Sprite Moonsplash becoming popular on social media, many have expressed eagerness for these beverages to be available in traditional McDonald's outlets. A foodie page on Instagram celebrated this potential expansion, stating, “CosMc’s beverages are headed to existing McDonald’s restaurant menus!” The CEO confirmed that a test rollout of these drink offerings is scheduled for later this year in select outlets across the United States.

The CosMc's concept not only aims to revitalise McDonald's beverage offerings but also to address sales challenges during typically sluggish afternoon hours. The restaurant chain's focus on unique flavour profiles and functional beverages seeks to capture a segment of the fast-growing $100 billion coffee and beverage market. In addition to standard drink offerings, CosMc's menu includes a variety of iced and blended frappés, hot coffees, and teas that cater to diverse taste preferences.

Looking ahead, McDonald’s plans to expand the CosMc's concept into new regions, with future openings anticipated in Texas by the end of 2024. This move reflects the company's broader ambition to evolve its product lines and capture emerging trends in the food and beverage sector.

Meanwhile, traditional McDonald's menus are also experiencing updates, with the return of fan-favourite items such as the Steakhouse Stack in the UK, alongside the Biscoff McFlurry and McSpicy X Frank's RedHot burger. These changes signal that while McDonald's explores innovative concepts like CosMc's, the brand remains committed to its classic offerings that resonate with loyal customers.

As McDonald’s ventures into this new frontier with CosMc's, it demonstrates a keen understanding of shifting consumer preferences and a strategic approach to maintaining its relevance in the competitive fast-food landscape.

### Reference Map

1. Paragraphs 1, 2, 3
2. Paragraph 4
3. Paragraph 5
4. Paragraph 6
5. Paragraph 7
6. Paragraph 8

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ladbible.com/lifestyle/food-and-drink/mcdonalds-ceo-chris-kempczinski-plans-cosmc-menu-items-us-895513-20250510> - Please view link - unable to able to access data
2. <https://www.marketingdive.com/news/6-key-details-cosmcs-mcdonalds-new-fast-food-restaurant/701990/> - Marketing Dive provides an in-depth look at CosMc's, McDonald's new beverage-focused restaurant. The article details the extensive menu, including 12 iced non-coffee beverages, three non-coffee blended frappes, and a range of hot coffees and teas. It highlights the high level of customization available for drinks, with up to nine categories for cold beverages and 15 for hot ones. The first CosMc's location opened in Bolingbrook, Illinois, with plans for additional openings in Texas by the end of 2024.
3. <https://www.axios.com/2023/12/07/cosmcs-mcdonalds-menu-restaurant-locations-opening> - Axios reports on McDonald's launch of CosMc's, a new spinoff restaurant focusing on innovative beverages. The first location opened in Bolingbrook, Illinois, aiming to address afternoon sales slumps by offering a menu centered on bold flavors and functional boosts. The article also mentions McDonald's plans to expand its McCrispy chicken offering globally by the end of 2025.
4. <https://www.cbsnews.com/news/mcdonalds-cosmcs-locations-near-me-bolingbrook-illinois-starbucks/> - CBS News covers the opening of McDonald's new chain, CosMc's, in Bolingbrook, Illinois. The article details the menu offerings, including customizable drinks like churro frappes and turmeric-spiced lattes, as well as non-coffee beverages such as sour cherry energy bursts and popping pear slushes. It also highlights new food items like the spicy queso sandwich and creamy avocado tomatillo sandwich.
5. <https://www.aol.com/cosmc-mcdonald-finally-reveals-menu-040943136.html> - AOL discusses McDonald's new spinoff restaurant, CosMc's, named after a space alien character from the 1980s. The article details the menu, which includes a variety of beverages like lemonades, coffees, and energy-boosting drinks, as well as food items such as the spicy queso sandwich and creamy avocado tomatillo sandwich. It also mentions the opening of the first location in Bolingbrook, Illinois, with plans for expansion in Texas.
6. <https://www.nbcnewyork.com/news/business/money-report/heres-whats-on-the-menu-at-mcdonalds-new-cosmcs-spinoff-restaurant/4930618/> - NBC New York provides an overview of the menu at McDonald's new CosMc's spinoff restaurant. The article highlights a range of beverages, including the Island Pick-Me-Up Punch and S'Mores Cold Brew, as well as food items like the spicy queso sandwich and creamy avocado tomatillo sandwich. It also mentions the availability of McDonald's classic items like the Egg McMuffin.
7. <https://time.com/6343725/mcdonalds-new-restaurants-coffee-cosmcs-expansion/> - Time reports on McDonald's plans to trial a new coffee shop-style chain called CosMc's, starting with its first store in Bolingbrook, Illinois. The article details the menu offerings, including churro frappes, turmeric-spiced lattes, and blueberry ginger boosts. It also discusses McDonald's strategy to tap into the growing $100 billion coffee market and plans for global expansion.