# Stormzy faces backlash over McDonald's meal collaboration amid Gaza conflict



Stormzy, the British rapper, has faced a wave of criticism following his recent advertising collaboration with McDonald’s, which has been scrutinised due to the fast-food chain's ties to Israel amid ongoing conflict in Gaza. This criticism intensified after Stormzy revealed the "Stormzy meal" earlier in October 2023, featuring a selection of his favourite McDonald's menu items.

After posting the promotional content on Instagram, Stormzy's comments section was inundated with backlash from supporters of Palestine, particularly in the wake of a boycott prompted by McDonald’s Israel franchise. This franchise had come under fire after publicly offering free meals to Israeli military personnel. In response to the controversy, McDonald’s clarified that it does not fund or support any governments involved in the conflict and stated that the actions of their local franchisee were made independently, without corporate consent.

Despite the company's clarifications, sales dropped in Muslim-majority countries, leading McDonald’s to buy back the franchises from Alonyal, the Israeli franchise partner, in April 2024. The Palestinian-led Boycott, Divestment and Sanctions movement, while not specifically targeting McDonald’s, continues to support a broader movement against the company.

Stormzy, a known supporter of Palestinian causes, previously expressed his views on social media, stating, “Free Palestine ... if there is ever a clear injustice in the world, no matter how big or small 100 times out of 100 I will be on the side of the oppressed.” Following the launch of the campaign, he posted a statement on Instagram addressing the backlash, particularly concerning accusations that he had deleted a post in support of Palestine.

In his message, Stormzy emphasised that he had archived the pro-Palestine post as part of a larger action on his account and that his beliefs regarding Palestinian issues had not changed. "The brands I work with can’t tell me what to do and don’t tell me what to do otherwise I wouldn’t work with them," he asserted. “I do my own research on all brands I work with, gather my own information, form my own opinion and come to my own conclusion before doing business.”

Moreover, Stormzy acknowledged the disappointment felt by some fans, stating, “I understand it must feel disappointing and disheartening when it seems like someone you’ve championed has compromised their beliefs for commercial gain but this isn’t the case here.” He also remarked on the nature of social media judgments, suggesting that they often lack full context and understanding.

The criticism of Stormzy's partnership with McDonald’s was echoed by the Peace and Justice Project, a group founded by former Labour leader Jeremy Corbyn, which labelled the collaboration as "hugely disappointing." Notably, some incidents have surfaced where stickers appeared around McDonald’s locations in London, stating: “We regret to inform you that Stormzy has sold out. Apologies for any disappointment.”

As Stormzy prepares to release new music following the success of his previous chart-topping albums, the impact of this controversy on his fan base and his artistic persona remains to be seen, especially as he has announced plans for festival shows in the summer. Meanwhile, McDonald’s has been approached for further comments regarding the backlash and controversy surrounding their recent campaigns.

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

## Bibliography

1. <https://www.the-independent.com/arts-entertainment/music/news/stormzy-meal-mcdonalds-palestine-israel-b2698076.html> - This article corroborates Stormzy's collaboration with McDonald's and the backlash he faced due to the company's perceived support of Israel. It also mentions the deletion of his pro-Palestine Instagram post.
2. <https://www.hotnewhiphop.com/885780-stormzys-mcdonalds-partnership-sparks-accusations-hip-hop-news> - This source supports the criticism Stormzy received for partnering with McDonald's, with fans accusing him of 'selling out' and deleting a pro-Palestine post.
3. <https://tribune.com.pk/story/2530036/stormzy-faces-backlash-over-endorsing-mcdonalds-meal-after-deleting-posts-supporting-palestine> - This article details the backlash Stormzy faced after endorsing McDonald's, particularly due to the company's ties to Israel and his previous support for Palestine.
4. <https://www.the-independent.com/arts-entertainment/music/news/stormzy-meal-mcdonalds-palestine-israel-b2698076.html> - This article also explains McDonald's response to the boycotts, stating that the company does not support any governments involved in the conflict and that local franchise actions were independent.
5. <https://www.hotnewhiphop.com/885780-stormzys-mcdonalds-partnership-sparks-accusations-hip-hop-news> - This source mentions the broader context of the boycotts against McDonald's, including the impact on sales in Muslim-majority regions and the company's decision to buy back its Israeli franchises.
6. <https://www.the-independent.com/arts-entertainment/music/news/stormzy-meal-mcdonalds-palestine-israel-b2698076.html> - This article further discusses Stormzy's response to the criticism, emphasizing that his beliefs on Palestinian issues have not changed and that he conducts his own research on brands he collaborates with.
7. <https://www.theguardian.com/music/2025/feb/21/stormzy-denies-he-compromised-beliefs-with-mcdonalds-partnership> - Please view link - unable to able to access data
8. <https://m.belfasttelegraph.co.uk/entertainment/music/stormzy-responds-to-twisted-narrative-over-mcdonalds-collaboration/a976316720.html> - Please view link - unable to able to access data
9. <https://www.irishnews.com/entertainment/stormzy-responds-to-twisted-narrative-over-mcdonalds-collaboration-Z2DCB5GMOFKCFGUATL7Z7EOVX4/> - Please view link - unable to able to access data
10. <https://www.independent.co.uk/arts-entertainment/music/news/stormzy-palestine-mconalds-advert-instagram-b2702661.html> - Please view link - unable to able to access data