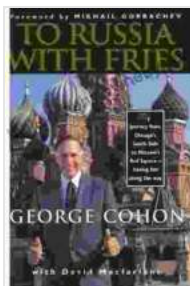


To Russia with Fries: The Untold Story of McDonald's in the USSR



To Russia with Fries by George Cohon

★★★★☆ 4.7 out of 5

Language : English

File size : 9425 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 352 pages



In the early 1970s, the Soviet Union was a closed society. The people were isolated from the outside world, and they had little access to Western food and consumer goods. But all of that began to change in 1990, when the first McDonald's restaurant opened its doors in Moscow's Pushkin Square.

The opening of the McDonald's restaurant was a major event in the history of the Soviet Union. It was a symbol of hope and change, and it showed the people that there was a better life possible. The restaurant was an immediate success, and it quickly became a popular destination for both locals and tourists.

The man who brought McDonald's to the Soviet Union was George Cohon. Cohon was a Canadian businessman who had first visited the Soviet Union in 1976. He was immediately struck by the lack of food and consumer goods available to the people. He believed that McDonald's could help to

fill this void, and he set out to convince the Soviet government to let him open a restaurant in Moscow.

It wasn't an easy task, but with the help of his friend and mentor Ray Kroc, Cohon eventually succeeded in 1990. The first McDonald's in Russia opened its doors in Moscow's Pushkin Square, and it was an immediate success.

The opening of the McDonald's restaurant in Moscow was a major turning point in the history of the Soviet Union. It was a sign that the country was opening up to the outside world, and it gave the people a taste of what life could be like in a free and democratic society.

To Russia with Fries is the untold story of how McDonald's became a symbol of hope and change in the Soviet Union. It is a fascinating and inspiring story of how one man's vision changed the course of history.

The Early Years

George Cohon was born in Montreal, Canada in 1937. He was the son of Jewish immigrants from Poland. Cohon's father was a tailor, and his mother was a homemaker. Cohon grew up in a modest home, but he had a strong work ethic and a desire to succeed.

Cohon attended McGill University in Montreal, where he studied economics. After graduating from McGill, Cohon worked for a number of years in the food industry. In 1976, he was hired by McDonald's Canada to open a new restaurant in Toronto.

Cohon was a successful businessman, and he quickly rose through the ranks at McDonald's Canada. In 1985, he was appointed president of the company.

The Birth of an Idea

In 1976, Cohon visited the Soviet Union for the first time. He was immediately struck by the lack of food and consumer goods available to the people. He believed that McDonald's could help to fill this void, and he set out to convince the Soviet government to let him open a restaurant in Moscow.

It wasn't an easy task. The Soviet government was suspicious of Western businesses, and they were not convinced that McDonald's would be a success in the Soviet Union. But Cohon was persistent, and he eventually succeeded in getting the government's approval to open a restaurant in Moscow.

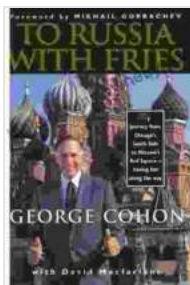
The Opening of the First McDonald's in Moscow

The first McDonald's restaurant in Moscow opened its doors in January 1990. The restaurant was an immediate success, and it quickly became a popular destination for both locals and tourists.

The opening of the McDonald's restaurant in Moscow was a major turning point in the history of the Soviet Union. It was a sign that the country was opening up to the outside world, and it gave the people a taste of what life could be like in a free and democratic society.

The Legacy of George Cohon

George Cohon died in 2019 at the age of 81. He was a pioneer in the fast food industry, and he played a major role in bringing McDonald's to the Soviet Union. Cohon's legacy will live on for many years to come.



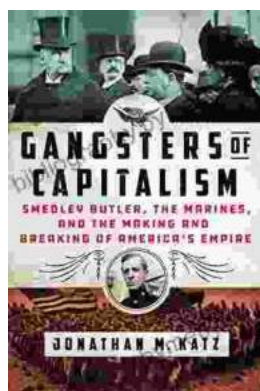
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