The Founder- the review

Who?

Ray Kroc was a milkshake machine seller when he met Dick and Mack McDonald after they ordered eight machines from him. He drove to California to see if they were real and found their restaurant captivating.

What?

This film is bout Ray Kroc’s journey as he flips McDonalds from a one stop restaurant to a franchise serving millions a day and making it its billon dollar company that it is now. This is the true story of how Ray made the golden arches an iconic American symbol.

Where?

McDonalds was started in Los Angeles, California. In 1954 Ray found it and fought to franchise it across America, he believed it was the definition of family and America.

When?

The brothers Dick and Mack McDonald started their first stand in the 1930s but moved McDonalds burgers to its original place in the 1940s and that is when they created their fast food process. Ray came in 1954 and changed everything, he expanded the business by franchising and bought they brothers out and never paid them their fair royalties.

Why?

Ray believed McDonalds was his new amazing investment and that if he franchised and had enough power it could be his. He changed everything, as he started out as an honest businessman and slowly undermined the brothers because he got into debt and believed he could make McDonalds great and that the brothers were holding it back. He saw the name McDonalds and though of America.