

Russian Woman Sues McDonald's After 'Succumbing' to Burger Ad During Lent – Reports

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A Russian woman is suing McDonald's over a burger ad that she said caused her to break her fast during a Christian period called Lent, media [reported](#) last week.

“When I saw the advertising banner — I could not help myself,” Ksenia Ovchinnikova [said](#) in a court statement, according to the state-run TASS news agency.

The devout Orthodox Christian alleges that the mouthwatering ad featuring the fast-food chain's signature cheeseburger and chicken McNuggets compelled her to break her 30-day fast as well as a 16-year streak of staying away from animal products during the period leading up to Easter.

“I visited McDonald's and bought a cheeseburger,” Ovchinnikova said of the April 2019 incident.

The Omsk native is seeking 1,000 rubles (\$13.60) in moral damages for alleged consumer-protection violations and insulting her religious feelings.

The Russian Orthodox Church advised Ovchinnikova to “go to confession instead of the court,” a Moscow Patriarchate official [told](#) the state-run RIA Novosti news agency last Thursday.

Moscow’s Zamoskvoretsky court has not yet set a date for the preliminary hearing over the unhappy meal.

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