



KFC

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KFC (short for **Kentucky Fried Chicken**) is a fast food restaurant chain that specializes in fried chicken and is headquartered in Louisville, Kentucky, in the United States. It is the world's second largest restaurant chain (as measured by sales) after McDonald's, with 18,875 outlets in 118 countries and territories as of December 2013. The company is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut and Taco Bell chains.

KFC was founded by Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of the restaurant franchising concept, and the first "Kentucky Fried Chicken" franchise opened in Utah in 1952. KFC popularized chicken in the fast food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders," Harland became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. However, the company's rapid expansion saw it overwhelm the ageing Sanders, and in 1964 he sold the company to a group of investors led by John Y. Brown, Jr. and Jack C. Massey.

KFC was one of the first fast food chains to expand internationally, opening outlets in Canada, the United Kingdom, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 1980s, KFC experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership

KFC



KFC's logo since 2006

Type	Subsidiary
Industry	Restaurant
Genre	Fast food
Founded	Sanders Court & Cafe: March 20, 1930 in North Corbin, Kentucky First franchise: September 24, 1952 in Salt Lake City, Utah
Founder	Harland Sanders
Headquarters	1441 Gardiner Lane, Louisville, Kentucky, United States (Operational Headquarters) ^[1]
Number of locations	18,875 (2013) ^[2]
Key people	David C. Novak (Yum! Brands Chairman and CEO) ^[3] Roger Eaton (Yum! COO and KFC President) ^[3] Muktesh Pant (KFC CEO) ^[3]
Products	Fried chicken, chicken sandwiches, wraps, French fries, soft drinks, salads, desserts, breakfast
Revenue	US\$23 billion (2013) ^[4]
Parent	Yum! Brands
Slogan	Finger Lickin' Good