

= KFC =

Kentucky Fried Chicken (KFC) is a fast food restaurant chain that specializes in fried chicken and is headquartered in Louisville , Kentucky , United States . It is the world 's second largest restaurant chain (as measured by sales) after McDonald 's , with almost 20 @, @ 000 locations globally in 123 countries and territories as of December 2015 . 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 overwhelmed the aging Sanders and , in 1964 , he sold it 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 with little or no experience in the restaurant business . In the early 1970s , KFC was sold to the spirits distributor Heublein , who were taken over by the R.J. Reynolds food and tobacco conglomerate , who sold the chain to PepsiCo . The chain continued to expand overseas however , and in 1987 KFC became the first Western restaurant chain to open in China . The chain has since expanded rapidly in China , which is now the company 's single largest market . PepsiCo spun off its restaurants division as Tricon Global Restaurants , which later changed its name to Yum ! Brands .

KFC 's original product is pressure fried chicken pieces , seasoned with Sanders ' recipe of 11 herbs and spices . The constituents of the recipe represent a notable trade secret . Larger portions of fried chicken are served in a cardboard " bucket " , which has become a well known feature of the chain since it was first introduced by franchisee Pete Harman in 1957 . Since the early 1990s , KFC has expanded its menu to offer other chicken products such as chicken fillet burgers and wraps , as well as salads and side dishes , such as French fries and coleslaw , desserts , and soft drinks , the latter often supplied by PepsiCo . KFC is known for its former and current slogan " Finger Lickin ' Good " , which was replaced by " Nobody does chicken like KFC " and " So good " in the interim .

= = History = =

Harland Sanders was born in 1890 and raised on a farm outside Henryville , Indiana (near Louisville , Kentucky) . When Sanders was five years old , his father died , forcing his mother to work at a canning plant . This left Sanders , as the eldest son , to care for his two younger siblings . After he reached seven years of age , his mother taught him how to cook . After leaving the family home at the age of 13 , Sanders passed through several professions , with mixed success . In 1930 , he took over a Shell filling station on US Route 25 just outside North Corbin , Kentucky , a small town on the edge of the Appalachian Mountains . It was here that he first served to travelers the recipes that he had learned as a child : fried chicken and other dishes such as steaks and country ham . After four years of serving from his own dining room table , Sanders purchased the larger filling station on the other side of the road and expanded to six tables . By 1936 , this had proven successful enough for Sanders to be given the honorary title of Kentucky colonel by Governor Ruby Laffoon . In 1937 he expanded his restaurant to 142 seats , and added a motel he purchased across the street , naming it Sanders Court & Café .

Sanders was unhappy with the 35 minutes it took to prepare his chicken in an iron frying pan , but he refused to deep fry the chicken , which he believed lowered the quality of the product . If he pre @-@ cooked the chicken in advance of orders , there was sometimes wastage at day 's end . In 1939 , the first commercial pressure cookers were released onto the market , mostly designed for

steaming vegetables . Sanders bought one , and modified it into a pressure fryer , which he then used to fry chicken . The new method reduced production time to be comparable with deep frying , while , in the opinion of Sanders , retaining the quality of pan @-@ fried chicken .

In July 1940 , Sanders finalised what came to be known as his " Original Recipe " of 11 herbs and spices . Although he never publicly revealed the recipe , he admitted to the use of salt and pepper , and claimed that the ingredients " stand on everybody 's shelf " . After being recommissioned as a Kentucky colonel in 1950 by Governor Lawrence Wetherby , Sanders began to dress the part , growing a goatee and wearing a black frock coat (later switched to a white suit) , a string tie , and referring to himself as " Colonel " . His associates went along with the title change , " jokingly at first and then in earnest " , according to biographer Josh Ozersky .

The Sanders Court & Café generally served travelers , so when the route planned in 1955 for Interstate 75 bypassed Corbin , Sanders sold his properties and traveled the US to franchise his chicken recipe to restaurant owners . Independent restaurants would pay four (later five) cents on each chicken as a franchise fee , in exchange for Sanders ' " secret blend of herbs and spices " and the right to feature his recipe on their menus and use his name and likeness for promotional purposes . In 1952 he had already successfully franchised his recipe to his friend Pete Harman of South Salt Lake , Utah , the operator of one of the city 's largest restaurants .

Don Anderson , a sign painter hired by Harman , coined the name " Kentucky Fried Chicken " . For Harman , the addition of KFC was a way of differentiating his restaurant from competitors ; a product from Kentucky was exotic , and evoked imagery of Southern hospitality . Harman trademarked the phrase " It 's finger lickin ' good " , which eventually became the company @-@ wide slogan . He also introduced the " bucket meal " in 1957 (14 pieces of chicken , five bread rolls and a pint of gravy in a cardboard bucket) . Serving their signature meal in a paper bucket was to become an iconic feature of the company .

By 1963 there were 600 KFC restaurants , making the company the largest fast food operation in the United States . KFC popularized chicken in the fast food industry , diversifying the market by challenging the established dominance of the hamburger .

In 1964 , Sanders sold the company to a group of investors led by John Y. Brown Jr. and Jack C. Massey for US \$ 2 million (around US \$ 15 million in 2013) . The contract included a lifetime salary for Sanders and the agreement that he would be the company 's quality controller and trademark . The chain had reached 3 @, @ 000 outlets in 48 different countries by 1970 . In July 1971 , Brown sold the company to the Connecticut @-@ based Heublein , a packaged food and drinks corporation , for US \$ 285 million (around US \$ 1 @. @ 6 billion in 2013) . Sanders died in 1980 , his promotional work making him a prominent figure in American cultural history . By the time of his death , there were an estimated 6 @, @ 000 KFC outlets in 48 different countries worldwide , with \$ 2 billion of sales annually .

In 1982 , Heublein was acquired by R. J. Reynolds , the tobacco giant . In July 1986 , Reynolds sold KFC to PepsiCo for \$ 850 million (around US \$ 1 @. @ 8 billion in 2013) . PepsiCo made the chain a part of its restaurants division alongside Pizza Hut and Taco Bell . The Chinese market was entered in November 1987 , with an outlet in Beijing .

In 1991 , the KFC name was officially adopted , although it was already widely known by that initialism . Kyle Craig , president of KFC US , admitted the change was an attempt to distance the chain from the unhealthy connotations of " fried " . The early 1990s saw a number of successful major products launched throughout the chain , including spicy " Hot Wings " (launched in 1990) , popcorn chicken (1992) , and internationally , the " Zinger " , a spicy chicken fillet burger (1993) . By 1994 , KFC had 5 @, @ 149 outlets in the US , and 9 @, @ 407 overall , with over 100 @, @ 000 employees . In August 1997 , PepsiCo spun off its restaurants division as a public company valued at US \$ 4 @. @ 5 billion (around US \$ 6 @. @ 5 billion in 2013) . The new company was named Tricon Global Restaurants , and at the time had 30 @, @ 000 outlets and annual sales of US \$ 10 billion (around US \$ 14 billion in 2013) , making it second in the world only to McDonald 's . Tricon was renamed Yum ! Brands in May 2002 .

By 2015 , the company was struggling , having lost business to other retailers and being surpassed by Chick @-@ fil @-@ A as the leading chicken retailer three years previously . To combat this , the

company launched a new initiative with a plan to revamp its packaging , decor and uniforms , as well as expanding its menu . Additionally , beginning in May 2015 , a new series of advertisements was launched featuring Darrell Hammond as Colonel Sanders .

= = Operations = =

KFC is a subsidiary of Yum ! Brands , one of the largest restaurant companies in the world . KFC had sales of \$ 23 billion in 2013 . KFC has its headquarters at 1441 Gardiner Lane , Louisville , Kentucky , in a three @-@ story colonial style building known colloquially as the " White House " due to its resemblance to the US president 's home . The headquarters contain executive offices and the company 's research and development facilities . KFC is incorporated at 1209 North Orange St , Wilmington , Delaware .

By December 2013 , there were 18 @,@ 875 KFC outlets in 118 countries and territories around the world . There are 4 @,@ 563 outlets in China , 4 @,@ 491 in the United States , and 9 @,@ 821 across the rest of the world . Outlets are owned by franchisees or directly by the company . Eleven percent of outlets are company owned , with the rest operated by franchise holders . Although capital intensive , company ownership allows for faster expansion of the chain .

Most restaurants are furnished with images of the company founder , Colonel Harland Sanders . As well as dine @-@ in and take @-@ out , many stand @-@ alone KFC outlets offer a drive @-@ through option . KFC offers a limited delivery service in a small number of markets . Units include express concessions and kiosks which feature a limited menu and operated in non @-@ traditional locations such as filling stations , convenience stores , stadia , theme parks and colleges , where a full scale outlet would not be practical . Average annual sales per unit was \$ 1 @.@ 2 million in 2013 . Worldwide , the daily average number of food orders at an outlet is 250 , with most occurring within a two @-@ hour peak @-@ period .

As chairman and CEO of Yum ! , David C. Novak ultimately has foremost responsibility for KFC operations . Sam Su is chairman and CEO of Yum ! ' s Chinese operations , and Muktesh Pant is the CEO of KFC . Richard T. Carucci is president of Yum ! , and Roger Eaton is the COO of Yum ! and the president of KFC .

= = = Africa = = =

The company hopes to expand its African operations , where it is already the regional leader among US fast food chains . The company is slowly expanding across the African continent , opening 70 outlets , but progress has been hampered by sourcing issues , such as a lack of quality suppliers .

= = = Asia = = =

KFC continues to grow in Asia .

In Malaysia , the first KFC restaurant was opened in 1973 on Jalan Tunku Abdul Rahman . There are 609 outlets as of June 2016 . In 1995 , Projek Penyayang KFC was founded in an effort to provide food to more than 150 orphanage every quarter .

In Sri Lanka , KFC was launched in 1995 at Majestic City . There were 25 KFC restaurants in Sri Lanka as of December 2014 .

In Singapore , the first KFC franchise was opened in Somerset Road . In 1993 , KFC Singapore was the first KFC in Asia to develop and launch the Zinger burger . In 2002 , KFC Singapore was acquired by KFC (Malaysia) Holdings Bhd .

In Bangladesh , the first KFC outlet was opened at Gulshan in 2006 . As of June 2016 , the country is home to 19 KFC outlets .

In Cambodia , KFC first opened on Monivong Boulevard in Phnom Penh in 2008 .

In Myanmar , the first KFC outlet was officially opened on Bogyoke Aung San Road in Yangon in 2015 .

===== China =====

KFC is the largest restaurant chain in China , with 5 @, @ 003 outlets as of 2015 . They are operated by the Yum ! China division . KFC became the first Western fast food company in China after its first outlet opened in Qianmen , Beijing , in November 1987 .

Local food items include rice congee and tree fungus salad , with an average of 50 different menu items per store .

In December 2012 , the chain faced allegations that some of its suppliers injected antiviral drugs and growth hormones into poultry in ways that violated food safety regulations . This resulted in the chain severing its relationship with 100 suppliers , and agreeing to " actively co @-@ operate " with a government investigation into its use of antibiotics . KFC China sales in January 2013 were down 41 percent against the previous year . To counter sluggish sales , the menu was revamped in 2014 .

In July 2014 , Chinese authorities closed down the Shanghai operations of the OSI Group , amidst allegations that it had supplied KFC with expired meat . Yum ! immediately terminated its contract with the supplier , and stated that the revelation had led to a " significant [and] negative " decline in sales .

KFC will open its first outlet in Tibet in 2016 .

===== India =====

There are 350 KFC outlets in India . The company has adapted the standard KFC offerings to Indian tastes and the menu options in India include the ever @-@ popular Hot & Crispy Chicken and Fiery Grilled bucket options , Chicken Zinger Burger , Rice Bowlz , the more recently launched 5 @-@ in @-@ 1 Meal Box and a range of shakes called Krushers . The business was refranchised in October 2015 after Yum concluded a year @-@ and @-@ a @-@ half @-@ long exercise to reorganize its business under larger , well @-@ capitalized franchisees . In this regard , about a third of its outlets , operated by several of its franchisees , have been sold to a newly formed entity ? Sapphire Foods India Pvt. Ltd . The new entity is owned by a consortium of four private equity funds , led by Samara Capital . The other investors are CX Partners , Goldman Sachs Group Inc. and a fourth fund , said a top executive at the local arm of the American food company .

The first Indian KFC was a two @-@ storey outlet on the fashionable Brigade Road in Bangalore in June 1995 . According to journalist Michael White , the company could not have chosen a " more difficult venue for its maiden entrée into the country " . Bangalore housed the headquarters of the Karnataka Rajya Raitha Sangha , one of the most influential , vocal and anti @-@ foreign investment farmers ' associations in the country . The first outlet suffered protests from left wing , anti @-@ globalisation and environmental campaigners , as well as local farmers , who objected to the chain bypassing local producers . Many Indians were concerned about the onslaught of consumerism , the loss of national self @-@ sufficiency , and the disruption of indigenous traditions . The protests came to a head in August 1995 , when the Bangalore outlet was repeatedly ransacked . The KFC outlet in Bangalore demanded , and received , a police van permanently parked outside for a year . The outlet was closed on September 13 , 1995 by local authorities , who claimed the company used illegally high amounts of monosodium glutamate (MSG) in its food . The outlet re @-@ opened a few hours later as the result of an appeal by KFC to the Karnataka High Court . The company stated the recipe was no different than that used in any other KFC store . Rural activist M. D. Nanjundaswamy claimed KFC would adversely affect the health of the impoverished , by diverting grain from poor people to make the more profitable animal feed . Environmentalist Maneka Gandhi joined the anti @-@ KFC movement . A second outlet opened in Delhi , but was closed by the authorities throughout November , purportedly for health reasons , but more likely to avoid a repetition of the Bangalore incident . The Delhi outlet soon closed permanently .

KFC began to expand outside of Bangalore in 2004 , with a localized menu that was the most

extensive meat @-@ free menu across the chain 's worldwide operations . It introduced a vegetarian menu that included rice meals , wraps and side dishes and , like McDonald 's , served eggless mayonnaise and sauces . Unnat Varma , marketing director of KFC India , states " The vegetarian offerings have made the brand more relevant to a larger section of consumers and that is necessary for KFC 's growth . " KFC also began using Indian spices and cooking techniques to localize its chicken dishes . By 2008 ? 09 , KFC operated 34 outlets in India . In 2014 , KFC launched the " So Veg , So Good " menu as part of an India @-@ specific promotional strategy focused on enhancing their vegetarian range . The company has been up to a lot of innovation over the past few months with the launch of the first @-@ ever no crust , all chicken KFC Chizza in December 2016 . More recently , KFC got Mumbai 's dabbawalas to deliver its newly launched 5 @-@ in @-@ 1 Meal Boxes . The city 's dabbawalas , famed for their efficient delivery of office lunches , took on the role of KFC delivery men as part of an innovative marketing campaign . They supplied specially created 5 @-@ in @-@ 1 meal boxes to some office @-@ goers instead of their regular dabbas . The innovation efforts have continued with the launch of the Watt a Box , a practical new take on the 5 @-@ in @-@ 1 Meal Box , which can also charge phones .

= = = Indonesia = = =

In Indonesia KFC is the largest Western restaurant chain , with 466 outlets as of December 2013 . The chain has grown to hold an estimated 32 percent market share , and menu items include spaghetti , wraps and chicken porridge . The master franchisee is PT Fastfood Indonesia .

The first outlet opened in Jakarta in 1979 . Salim Group , Indonesia 's largest conglomerate , became a major shareholder in 1990 , which provided the company with funds for major expansion . Its master franchisee , PT Fastfood Indonesia , was publicly listed on the Indonesian Stock Exchange in 1993 .

= = = Japan = = =

Japan is the third @-@ largest market for KFC after China and the United States with 1 @, @ 200 outlets .

KFC Japan was formed in 1970 as a joint venture between the American parent and the Japanese Mitsubishi Corporation .

In December 1974 , KFC Japan began to promote fried chicken as a Christmas meal . Eating KFC as a Christmas time meal has since become a widely practiced custom in Japan .

In December 2007 , Mitsubishi assumed majority control of KFC Japan in a JP ¥ 14 @. @ 83 billion transaction .

= = = Europe = = =

= = = United Kingdom = = =

As of December 2013 , there were 784 KFC outlets in the United Kingdom . British turnover was around £ 684 @. @ 5 million in 2013 , according to Technomic . About 70 percent of outlets are run by franchisees , with the remainder company owned . The company employs 24 @, @ 000 people . Around 400 sites are drive @-@ through outlets . Average outlet turnover is between £ 1 and £ 1 @. @ 5 million .

Annual sales amount to 60 @, @ 000 metric tonnes of chicken , 60 percent of which is purchased from the four largest suppliers in the UK , including Faccenda Group and 2 Sisters Food Group , and delivered fresh to outlets at least three times a week . The remaining 40 percent is sourced from companies in Europe , Thailand (including Charoen Pokphand Foods) and Brazil . All of the Original Recipe chicken is sourced within the UK .

England had the first overseas branch of KFC which opened in Preston , Lancashire in May 1965 ,

and was the first American fast food restaurant chain in the country , pre @-@ dating the arrival of McDonald 's , Burger King and Pizza Hut by almost a decade . Ray Allen , an experienced Lancashire caterer , was the first franchisee . The first London branch opened in North Finchley in November 1968 . In 1971 there were 31 outlets ; by 1975 the chain had grown to 250 outlets . In the late 1970s and throughout the 1980s , KFCs began to introduce seating . KFC opened its first drive through restaurant in the UK in 1984 . By 1987 the company had almost 400 outlets .

In May 1997 , the " Tower Burger " , a fried chicken fillet burger with the addition of a hash brown , was first launched in the United Kingdom . In 2006 , the company stopped pre @-@ salting its fries and removed trans fats from its products . In 2012 palm oil was replaced by rapeseed oil in the fryers . Between 2004 and 2014 , KFC UK increased its offering of " portable " foods : burgers , wraps and salads . During that period , sales rose from around £ 500 million to almost £ 1 billion . In 2012 , KFC UK invested £ 9 million to install ovens in all of its outlets , so that it could offer griddled chicken . In 2013 , KFC rolled out Lavazza coffee across all of its UK outlets . As of 2014 , KFC UK is trialling serving only halal meat at 96 of its outlets .

= = = Middle East = = =

The first KFC in the Middle East opened in 1973 in Kuwait . Today there are over 700 outlets , certified halal , including the United Arab Emirates , Egypt , Qatar , Bahrain , Oman , Jordan , Lebanon , Morocco , Iraq , and Saudi Arabia . KFC Israel existed from 1993 to 2013 and featured kosher restaurants . In 2012 KFC opened in Ramallah in the Palestinian Authority [8] and later expanded to Hebron , [9] Bethlehem , [10] Jenin , [11] and three separate outlets in Ramallah : the Ersal Branch (Bacri) , Plaza Mall Branch and Masyoun Branch . In 2013 the New York Times reported that KFC was being smuggled into Gaza through tunnels .

= = = North America = = =

= = = = United States = = = =

KFC sales in the United States in 2013 were estimated at \$ 4 @. @ 22 billion by Technomic .

The basic model for KFC in the United States , not necessarily duplicated elsewhere , is a focus on low prices , a limited menu (29 items on average) and an emphasis on takeout . A " very strong percentage " of sales come from African American customers . Many KFC locations are co @-@ located with either Taco Bell or Pizza Hut , or other Yum ! restaurants . When Yum ! owned Long John Silver 's and A & W Restaurants , these brands were often co @-@ branded with KFC as well . Often these locations behave like a single restaurant , offering one menu with food items from both restaurant brands . In 2003 , there were 354 KFC @-@ Taco Bell combines , offering the full KFC menu and Taco Bell items , and 13 units offering the full KFC menu and a limited number of Pizza Hut items . The concept originated in 1991 , when a KFC @-@ Taco Bell combination opened in Virginia . Some locations were also opened as combinations of KFC , Taco Bell and Pizza Hut , but this failed to catch on , and Yum ! CEO David Novak blamed a lack of franchisee commitment for its lack of success .

Initially , Sanders and KFC used hydrogenated vegetable oil for frying , but in the 1980s the company began to switch to cheaper oils such as palm or soybean . In the 2000s it became apparent that these oils contain relatively high levels of trans fat , which increases the risk of heart disease . By April 2007 , the chain had switched to trans fat @-@ free soybean oil in all of its US outlets .

In 2008 , Novak credited low US sales as being the result of a lack of new ideas and menu items . The Spring 2009 launch of Kentucky Grilled Chicken only resulted in a temporary halt to the sales decline . In 2010 KFC announced a turnaround plan that included improving restaurant operations , introducing value items and providing healthier menu options . In the same year , Advertising Age noted that KFC was losing market share to its smaller chicken restaurant rival , Chick @-@ fil @-@

A. In 2011 Bloomberg News referred to KFC US as " an also @-@ ran to McDonald 's Corp " . In 2012 , Forbes magazine described how many of the KFC outlets were " aged and uninviting " , and that the chain " hasn 't introduced an exciting new food item in ages " .

KFC was described in 2012 by Bloomberg Businessweek as a " muscular player " in developing regions , specifically Africa , China and India , while noting its falling market share in the US to rivals such as Chick @-@ fil @-@ A and Popeyes . Some analysts speculated that KFC would begin spinning off its ailing US operations . That year , the company began divesting control of company @-@ owned US restaurants to franchised operations , with the intention of reducing overall company ownership from 35 percent to 5 percent .

= = = Oceania = = =

There are over 600 KFC outlets in Australia , and around 100 in New Zealand . KFC was the first American style fast food chain to open in both countries . In 2013 , KFC reported an annual turnover of almost 2 billion AUD for its Australia and New Zealand operations .

= = = Australia = = =

Yum ! directly operates 160 KFC outlets in Australia . The largest of the 53 independent franchisees in Australia is Collins Foods , which operates 169 stores . KFC 's major poultry suppliers in Australia are Inghams , Steggles and Turi Foods .

The first Australian KFC was opened in 1968 in Guildford , a suburb of Sydney . The franchise was owned by a Canadian entrepreneur called Bob Lapointe . Between 1970 and 1971 , 75 outlets were opened . This had a major impact on Australian chicken production , which increased by 38 percent during the period . By 1995 there were 452 outlets , and the company employed 12 @,@ 000 staff . That year , Australia produced 35 percent of KFC 's international earnings .

= = = New Zealand = = =

The first KFC opened in New Zealand in 1971 at Royal Oak , a suburb of Auckland . By 1980 there were 37 outlets . In 1989 , PepsiCo acquired the 50 percent stake in KFC New Zealand that it did not already own from the local Goodman Fielder conglomerate . In 1991 New Zealand turnover topped 100 million NZD for the first time .

= = Products = =

KFC 's core product offering is pressure fried , on @-@ the @-@ bone chicken pieces seasoned with Colonel Harland Sanders ' " Original Recipe " of 11 herbs and spices . The product is typically available in either two or three piece individual servings , or in a family size cardboard bucket , typically holding between 6 and 16 chicken pieces . Poultry is divided into 9 different cuts (2 drumsticks , 2 thighs , 2 wings , 1 keel , and a backbone based breast cut divided into 2 pieces) . The product is hand @-@ breaded at individual KFC outlets with wheat flour mixed with seasoning in a two- to four @-@ minute process .

It is then pressure fried for between seven and ten minutes (the timing differs between countries) in oil at 185 degrees Celsius . Following this , the chicken is left to stand for 5 minutes in order for it to sufficiently cool before it is placed in the warming oven . It is KFC policy to discard chicken if it has not been sold within 90 minutes , in order to ensure freshness . The frying oil varies regionally , and versions used include sunflower , soybean , rapeseed and palm oil . A KFC executive stated that the taste of the chicken will vary between regions depending on the oil variety used , and whether the chicken has been corn @-@ fed or wheat @-@ fed .

As well as its core chicken on the bone offering , KFC 's major products include chicken burgers (including the Zinger and the Tower burgers) ; wraps (" Twisters " and " Boxmasters ") ; and a variety of finger foods , including crispy chicken strips and hot wings . Popcorn Chicken is one of the

most widely available KFC products , and consists of small pieces of fried chicken . In some locations , chicken nuggets are also sold .

KFC adapts its menu internationally to suit regional tastes , and there are over three hundred KFC menu items worldwide . Some locations , such as the UK and the US , sell grilled chicken . In predominantly Islamic countries , the chicken served is halal . In Asia there is a preference for spicy foods , such as the Zinger chicken burger . Some locations in the US sell fried chicken livers and gizzards . A small number of US outlets offer an all @-@ you @-@ can @-@ eat buffet option with a limited menu .

In multiracial Malaysian markets , KFC also has different limited @-@ time products to cater to different festive seasons such as Ayam Kicap Meletup for Eid al @-@ Fitr seasons and Golden Treasures for Chinese New Year in 2015 .

A number of territories , such as Japan , Jamaica , Trinidad , Barbados , Ecuador and Singapore sell fried seafood products under the " Colonel 's Catch " banner . In Jamaica , what was originally a seasonal offering for the Lent period was expanded to a year @-@ round offering from 2010 .

Value menu items are sold under the " Streetwise " name in locations such as Canada . Side dishes often include French fries , coleslaw , barbecue baked beans , corn on the cob , mashed potato , bread rolls and American biscuits . Salads include the bean salad , the Caesar salad and the garden salad . In a number of territories , KFC sell onion rings . In Asia , rice based side dishes such as congee are often sold . In Malaysia , chicken meatball soup is sold . In the US and Greece , potato wedges are sold instead of French fries .

McCormick & Company is KFC 's largest supplier of sauces , seasonings and marinades , and is a long @-@ term partner in new product development .

Due to the company 's previous relationship with PepsiCo , most territories supply PepsiCo products , but exceptional territories include Barbados , Greece , New Zealand , the Philippines , Romania , South Africa , and Turkey , which stock drinks supplied by The Coca @-@ Cola Company , and Aruba , which stocks RC Cola from the Cott Corporation . In Peru , the locally popular Inca Kola is sold . In a number of Eastern European locations and Portugal , beer is offered , in addition to soft drinks .

Launched in 2009 , the Krusher / Krushem range of frozen beverages containing " real bits " such as Kit Kat , Oreo and strawberry shortcake , is available in over 2 @,@ 000 outlets . Egg custard tart is a popular dessert worldwide , but other items include ice cream sundaes and tres leches cake in Peru .

In 2012 , the " KFC am " breakfast menu began to be rolled out internationally , including such items as pancakes , waffles and porridge , as well as fried chicken .

= = = 11 herbs and spices = = =

Sanders ' Original Recipe of " 11 herbs and spices " is one of the most famous trade secrets in the catering industry . The recipe is not patented , because patents eventually expire , whereas trade secrets can remain the intellectual property of their holders in perpetuity .

A copy of the recipe , signed by Sanders , is held inside a safe inside a vault in KFC 's Louisville headquarters , along with eleven vials containing the herbs and spices . To maintain the secrecy of the recipe , half of it is produced by Griffith Laboratories before it is given to McCormick , who add the second half .

A couple who bought the house formerly occupied by Colonel Sanders found scribbled notes of purportedly the secret recipe . Initially KFC wanted to file a lawsuit against the couple , but in the end , it dropped the lawsuit , claiming the scribbled notes are " nowhere close " to the original recipe .

= = = Equipment = = =

KFC initially used stove @-@ top covered cooking pots to fry its chicken . In the 1960s , the officially recommended model was the L S Hartzog developed " KFC 20 @-@ Head Cooker " , a

large device that cost \$ 16 @, @ 000 . The Hartzog model had no oil filtration system , meaning that filtering had to be done manually , and the pressure fryers occasionally exploded , often causing harm to employees . In 1969 , inventor and engineer Winston L. Shelton developed the " Collectramatic " pressurized fryer to overcome the problems KFC faced in quickly frying chicken to meet growing customer demand . The Collectramatic used precision time and temperature controls and self @-@ filtered the cooking oil ? all while meeting Colonel Sander 's legendary high quality standards . Fred Jeffries , then vice president of purchasing at KFC , claimed that the invention helped fuel the company 's rapid expansion and success :

There 's no way it (KFC) could have grown like it did without the Collectramatic . Stores were doing about \$ 200 @, @ 000 a year in sales on average with the pots . . . but they could never have done the \$ 900 @, @ 000 a year it became without Win 's fryer . He (Shelton) helped set the stage for that with true engineering thinking .

Although a number of franchisees bought the Collectramatic , which had the support of Colonel Sanders from 1970 onwards , John Y. Brown had given tacit approval to franchisees to exclusively use the older L S Hartzog fryer , saying " Though those old pots were damn dangerous , at least we knew they worked ! I was mostly afraid these new fryers would break down in the middle of business . " Brown warned franchisees that they were in violation of their contract if they used the Collectramatic . Brown held his ground on the issue until he learned that his father , John Y. Brown , Sr. , who owned multiple KFC franchises , was successfully using the Collectramatic in every franchise he owned . The issue was eventually resolved after Heublein purchased KFC , acquired Hartzog and nullified the contract . The Collectramatic has been an approved pressure fryer for KFC from 1972 onwards .

= = Advertising = =

Colonel Sanders was a key component of KFC advertising until his death in 1980 . Despite his death , Sanders remains a key symbol of the company as an " international symbol of hospitality " . Early official slogans for the company included " North America 's Hospitality Dish " (from 1956) and " We fix Sunday dinner seven nights a week " . The " finger lickin ' good " slogan was used from 1956 , and went on to become one of the best @-@ known slogans of the 20th century . The trademark expired in the US in 2006 . The first KFC logo was introduced in 1952 and featured a " Kentucky Fried Chicken " typeface and a logo of the Colonel .

Advertising played a key role at KFC after it was sold by Sanders , and the company began to advertise on US television with a budget of US \$ 4 million in 1966 . In order to fund nationwide advertising campaigns , the Kentucky Fried Chicken Advertising Co @-@ Op was established , giving franchisees ten votes and the company three when deciding on budgets and campaigns . In 1969 , KFC hired its first national advertising agency , Leo Burnett . A notable Burnett campaign in 1972 was the " Get a bucket of chicken , have a barrel of fun " jingle , performed by Barry Manilow . By 1976 KFC was one of the largest advertisers in the US .

= = Controversies and criticism = =

Since the turn of the 21st century , fast food has been criticized for its animal welfare record , its links to obesity and its environmental impact . Eric Schlosser 's book Fast Food Nation (2002) and Morgan Spurlock 's film Super Size Me (2004) reflected these concerns . Since 2003 , People for the Ethical Treatment of Animals (PETA) has protested KFC 's choice of poultry suppliers worldwide . The exception is KFC Canada , which signed an agreement pledging to only use " animal friendly " suppliers . PETA have held thousands of demonstrations , sometimes in the home towns of KFC executives , and CEO David Novak was notably soaked in fake blood by a protester . President of KFC 's US division Gregg Dedrick said PETA mischaracterized KFC as a poultry producer rather than a purchaser of chickens . In 2008 , Yum ! stated : " [As] a major purchaser of food products , [Yum !] has the opportunity and responsibility to influence the way animals supplied to us are treated . We take that responsibility very seriously , and we are monitoring our suppliers on

an ongoing basis . "

In 2006 , Greenpeace accused KFC Europe of sourcing the soya bean for its chicken feed from Cargill , which had been accused of clearing large swathes of the Amazon rainforest in order to grow the crop .

In 2010 , the Australian arm of KFC was accused of racial insensitivity over a television commercial showing an outnumbered white cricket fan handing out pieces of fried chicken to appease a dancing , drumming and singing group of black West Indies supporters . The clip found its way around the world on the internet , prompting stinging criticism in the United States where fried chicken remains closely associated with long @-@ standing racist stereotypes about black people in the once segregated south .

In May 2012 , Greenpeace accused KFC of sourcing paper pulp for its food packaging from Indonesian rainforest wood . Independent forensic tests showed that some packaging contained more than 50 percent mixed tropical hardwood fiber , sourced from Asia Pulp & Paper (APP) . APP said such fiber can be found in recycled paper , or : " It can also come from tree residues that are cleared , after a forest area has become degraded , logged @-@ over or burned , as part of a sustainable development plan . APP has strict policies and practices in place to ensure that only residues from legal plantation development on degraded or logged @-@ over forest areas and sustainable wood fiber enters the production supply chain . " KFC said : " From a global perspective , 60 percent of the paper products that Yum ! (our parent company) sources are from sustainable sources . Our suppliers are working towards making it 100 percent . "

In December 2012 , the chain was criticised in China when it was discovered that a number of KFC suppliers had been using growth hormones and an excessive amount of antibiotics on its poultry in ways that violated Chinese law . In February 2013 , Yum ! CEO David Novak admitted that the scandal had been " longer lasting and more impactful than we ever imagined . " The issue is of major concern to Yum ! , which earns almost half of its profits from China , largely through the KFC brand . In March 2013 , Yum ! reported that sales had rebounded in February , but that lower sales in December and January would result in a decline in same @-@ store sales of 20 percent in the first quarter .