

= History of KFC =

KFC (Kentucky Fried Chicken) was founded by Colonel 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 restaurant franchising , and the first " Kentucky Fried Chicken " franchise opened in Salt Lake City , Utah in 1952 . KFC popularized chicken in the fast @-@ food industry , diversifying the market by challenging the established dominance of the hamburger . Branding himself " Colonel Sanders " , the founder became a prominent figure of American cultural history , and his image remains widely used in KFC advertising . The company 's rapid expansion made it too large for Sanders to manage , so 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 England , Mexico and Jamaica by the mid @-@ 1960s . Throughout the 1970s and 80s , KFC experienced mixed success 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 , which was taken over by the R.J. Reynolds food and tobacco conglomerate , which later sold the chain to PepsiCo . The chain continued to expand overseas , and in 1987 KFC became the first Western restaurant chain to open in China .

In 1997 , PepsiCo spun off its restaurants division as Tricon Global Restaurants , which changed its name to Yum ! Brands in 2002 . Yum has proved a more focused owner than Pepsi , and although KFC 's number of outlets have declined in the US , the company has continued to grow in Asia , South America and Africa . The chain has expanded to 18 @, @ 875 outlets across 118 countries and territories , with 4 @, @ 563 outlets in China alone , KFC 's largest market .

= = Origin = =

Harland Sanders was born in 1890 and raised on a farm outside Henryville , Indiana . His father died in 1895 , and to make ends meet his mother took work at a canning plant . As the eldest child at the age of five , Sanders was left to care for his two siblings . When he turned seven his mother taught him how to cook . After leaving the family home at age 13 , Sanders pursued several professions including railroad worker and insurance salesman , with mixed success . In 1930 , he took over a Shell filling station on US Route 25 just outside North Corbin , a small city on the edge of the Appalachian Mountains . By June , he had converted a storeroom into a small eating area using his own dining table , serving meals such as steaks and country ham to travelers .

In 1934 , Sanders took over the lease of the Pure Oil filling station on the other side of the road , due to its greater visibility for motorists . He then began to sell fried chicken . To improve his skills , Sanders took an eight @-@ week restaurant @-@ management course at the Cornell University School of Hotel Administration . By 1936 , his business had proved successful enough for him to be given the honorary title of Kentucky colonel by Governor Ruby Laffoon . In 1937 , Sanders expanded his restaurant to 140 seats , and in 1940 purchased a motel across the street , the Sanders Court & Café .

Sanders was dissatisfied with the 35 minutes it took to prepare his chicken in an iron frying pan , but he did not want to deep fry . Although a much faster process , in Sanders ' opinion it produced dry and crusty chicken that was unevenly cooked . On the other hand , if he prepared the chicken in advance of an order , there was sometimes waste at the end of the day . In 1939 , the first commercial pressure cookers were released onto the market , predominantly designed for steaming vegetables . Sanders bought one and modified it into a pressure fryer , which he then used to prepare chicken . The new method reduced production time to be comparable with deep frying , yet , in Sanders ' opinion , retained the quality of pan @-@ fried chicken . In July 1940 , Sanders finalized 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 switching 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 .

= = Early franchisees = =

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 market his chicken concept to restaurant owners . Independent restaurant owners would pay four cents on each chicken sold as a franchise fee (later increased to five cents) , in exchange for Sanders ' " secret blend of herbs and spices " , his recipe and method , and the right to advertise using his name and likeness . In 1952 he had already successfully franchised his chicken recipe to Pete Harman of South Salt Lake , Utah , the operator of one of the largest restaurants in the city .

Don Anderson , a sign painter hired by Harman , coined the name " Kentucky Fried Chicken " . Sanders adopted the name because it distinguished his product from the deep @-@ fried " Southern fried chicken " product found in restaurants . Harman claimed that in his first year of selling " Kentucky Fried Chicken " , his restaurant sales more than tripled , with 75 percent of the increase coming from the sale of fried chicken . In Utah , a product from Kentucky was exotic and evoked imagery of Southern hospitality .

As a franchise @-@ led operation , KFC 's success depended on the work of the early franchisees , and Harman has been described as the " virtual co @-@ founder " of the chain by Sanders ' biographer . Harman trademarked the phrase " It 's finger lickin ' good " , which was eventually adopted as a slogan across the entire chain . In 1957 Harman bundled 14 pieces of chicken , five bread rolls and a pint of gravy into a cardboard bucket , and offered it to families as " a complete meal " for US \$ 3 @.@ 50 (around US \$ 30 in 2014) . He first test @-@ trialled the packaging as a favor to Sanders , who had called on behalf of a Denver franchisee who did not know what to do with 500 cardboard buckets he had bought from a traveling salesman .

By 1956 , Sanders had six or eight franchisees , including Dave Thomas , who eventually founded the Wendy 's restaurant chain . Thomas developed the rotating red bucket sign , was an early advocate of the take @-@ out concept that Harman had pioneered , and introduced a bookkeeping form that Sanders rolled out across the entire KFC chain . Thomas sold his shares in 1968 for US \$ 1 million (around US \$ 7 million in 2013) , and became regional manager for all KFC restaurants east of the Mississippi before founding Wendy 's in 1969 .

In 1956 , Sanders moved the company headquarters from Corbin to Shelbyville , Kentucky , which offered superior transport links through which he could distribute his spices , pressure cookers , take @-@ out cartons and advertising material to franchisees .

= = Sale by Sanders and rapid growth = =

KFC popularized chicken in the fast food industry , diversifying the market by challenging the established dominance of the hamburger . In 1960 the company had around 200 franchised restaurants ; by 1963 this had grown to over 600 , making it the largest fast food operation in the United States . In 1963 , Sanders met John Y. Brown , Jr , a young Kentucky encyclopaedia salesman , who explained that he was keen to join the company . Sanders instead proposed the sale of the company , as business skills did not come naturally to him , and he lacked an obvious or willing heir among his relatives .

Lacking sufficient funds himself , Brown convinced the financier Jack C. Massey to provide 60 percent of the acquisition capital , and provided a major contribution himself , with smaller contributions from franchise holder Pete Harman and company officials Lee Cummings and Harlan Adams . Sanders then began to have doubts about selling the company , as some members of his family were against it . The group acquired the company in 1964 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 .

Massey and Brown introduced standardization to the fragmented company . After visiting Pete Harman 's operations in Utah , they began to implement the stand @-@ alone take @-@ out model across the entire chain . Franchisees were ordered to delist their own menu items so that they could concentrate on KFC products . The restaurants were re @-@ branded with a distinctive red @-@ and @-@ white striped color pattern and mansard roofs with cupolas . The roll @-@ out of freestanding stores accelerated the company 's growth as outlets exclusively selling fried chicken proved to be more appealing to potential franchisees .

Despite selling the company , Sanders retained significant moral authority over executives and franchisees , and made his feelings clear when he disagreed with corporate decisions . When Massey moved company headquarters from Kentucky to Nashville , Tennessee , Sanders was quoted as saying , " This ain 't no goddam Tennessee Fried Chicken , no matter what some slick , silk @-@ suited son @-@ of @-@ a @-@ bitch says " . He believed that the company had reneged on their contract with him when they opened operations in Canada , arguing that the contract had granted him the exclusive rights to operate there . KFC was forced to renegotiate with Sanders regarding the Canadian activities , as he owned \$ 1 @. @ 5 million worth of stock and was using it to prevent Massey from listing the company publicly until his points of issue were addressed . Brown and Massey claimed that Sanders only had the rights to process chicken in Canada . After they renegotiated the contract to guarantee Sanders exclusive rights over Canada , he sold his stock to them , and the company went public in 1966 . After going public , the company bought out its 600 franchisees , and directly operated them itself . Later that year , Massey resigned from day @-@ to @-@ day management of the company (although he remained as chairman) , and Brown announced that headquarters would be moved to Louisville , Kentucky .

By 1967 , KFC had become the sixth largest restaurant chain in the US by sales volume , and 30 percent of sales were take @-@ out . Brown felt that the company had to expand quickly , or else emerging rivals such as Church 's Chicken would steal the company 's lead ; 863 outlets were opened in 1968 . The company 's growth pushed its stock value to " stratospheric " levels , according to Reuters , and in 1969 it was listed on the New York Stock Exchange . Meanwhile , KFC entered into ventures with other companies . Brown believed that the Colonel Sanders brand could be used to market anything , and launched the " Kentucky Roast Beef " restaurant chain , and " Colonel Sanders Inns " motels . The two ventures quickly failed , although the roast beef chain had 100 outlets by 1970 . That same year , KFC entered a joint venture with the California @-@ based fish and chips chain H. Salt Esquire , which proved more successful , but was sold off in 1980 .

Massey resigned as chairman of the company in March 1970 , and Brown took over his role . The chain had reached 3 @, @ 000 outlets in 48 different countries by 1970 , but expansion was often chaotic and poorly executed . When he was promoted to regional manager , Dave Thomas complained that the company had become too " corporate " , sent him " a lot of Mickey Mouse memos " and that Brown lacked motivational skill . A member of KFC senior management described the international strategy as " throwing some mud against the map on the wall , and hoping some of it would stick . " The first outlet in Japan was opened after just two weeks preparation , and it proved to be a costly failure , losing \$ 400 @, @ 000 during its opening month and wasting more chicken than it sold . Operational problems became clear in July 1971 , after the company reported its first ever profit loss from the prior six @-@ month period .

= = Heublein and strained relations with Sanders ; R.J. Reynolds = =

Once too large for Sanders to manage , Kentucky Fried Chicken grew to overwhelm John Y. Brown as well . 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) . Brown personally gained around \$ 35 million from the sale . Reuters opined that the takeover probably saved the company from disaster . Heublein planned to increase KFC 's volume with its sales and marketing expertise .

Meanwhile , Church 's Chicken began taking KFC 's market share by offering indoor seating and its " Crispy Chicken " product . KFC introduced its own " Extra Crispy Chicken " in 1972 . The

introduction of barbecue spare ribs in 1973 caused " tremendous " operating problems . After the product was launched there was a shortage of pork , which pushed prices beyond what customers were willing to pay . When management withdrew the product , they realized that fried chicken sales had been decreasing . Meanwhile , Sanders increasingly regretting selling the company , and his relationship with the new owners had soured . He began to complain of the company 's declining food quality to the media :

My God , that gravy is horrible ! They buy tap water for 15 @-@ 20 cents a thousand gallons and then they mix it with flour and starch and end up with pure wallpaper paste ... And another thing . That new crispy recipe is nothing in the world but a damn fried doughball stuck on some chicken .

The outburst prompted a KFC franchisee in Bowling Green , Kentucky , to unsuccessfully attempt to sue Sanders for libel . In 1973 , Heublein attempted to sue Sanders after he opened a restaurant in Shelbyville , Kentucky , under the name of " Claudia Sanders , the Colonel 's Lady Dinner House " . In retaliation , Sanders attempted to sue Heublein for US \$ 122 million (around US \$ 570 million in 2013) over the alleged misuse of his image in promoting products he had not helped develop , and for hindering his ability to franchise restaurants . A Heublein spokesman described it as a " nuisance suit " . In 1975 , Heublein settled out of court with Sanders for US \$ 1 million (around US \$ 4 million in 2013) , and allowed his restaurant venture to go ahead under the reworked name : " Claudia Sanders Dinner House " .

Heublein had no previous experience in the operation of fast food outlets . Overconfidence led KFC to fail in such overseas markets as Hong Kong , which the company abandoned in 1975 after two years in operation . Sanders continued to attack Heublein publicly , and in 1976 complained that the company " doesn 't know what it 's doing " and that it was " downright embarrassing " to have his image associated with such a poor quality product . The 800 company @-@ owned stores had become unprofitable by 1978 .

Heublein promoted Michael A. Miles to run the chain in 1977 and Miles is credited with saving the ailing company by instituting its back @-@ to @-@ basics formula . Miles refurbished the stores , and introduced indoor seating and drive @-@ thru windows . Electronic tills produced daily customer counts , inventories and profit and loss statements , so that problems could be identified quickly . KFC expanded internationally in the 1970s and 80s , particularly in Japan , Australia and the United Kingdom . Miles also lured Sanders back , and listened to his recommendations for the business . Subsequent changes resulted in 30 months of consecutive per store sales increases by late 1980 .

Sanders died in 1980 from pneumonia at the age of 90 , having continued to travel 200 @,@ 000 ? 250 @,@ 000 miles a year up to this time , largely by car , promoting his product . By branding himself as " Colonel Sanders " , Harland became a prominent figure of American cultural history , and his image remains widely used in KFC advertising .

There were 5 @,@ 800 KFC outlets worldwide by 1983 , located across 55 different countries . That year , General Cinema Corporation acquired 18 percent of Heublein , who , fearing a hostile takeover , approached R. J. Reynolds , the tobacco firm , to act as a white knight and acquire the company for \$ 1 @.@ 3 billion . That year , Michael Miles resigned as chairman of KFC to take the role of CEO at Kraft Foods , and Richard Mayer took over his role . Reynolds had to contend with the introduction of Chicken McNuggets across the McDonald 's chain in 1983 ; KFC introduced its own brand of chicken nuggets , called " Kentucky Nuggets " in 1985 . In 1984 , Reynolds dedicated \$ 168 million for capital expansion at KFC .

= = Acquisition by PepsiCo = =

In July 1986 , Reynolds sold KFC to PepsiCo for a book value of \$ 850 million (around US \$ 1 @.@ 8 billion in 2013) . At the time , PepsiCo had interests in soft drinks and snacks , and also owned the restaurant chains Pizza Hut and Taco Bell . Reynolds divested KFC in order to pay off debt related to its recent purchase of Nabisco and to concentrate on its tobacco and packaged food business . It was anticipated that PepsiCo would bring their merchandising expertise to the company . Dan Koeppel of Adweek believed that the chain had been suffering from corporate neglect , menu

stagnation and mixed marketing messages ; Nancy Giges of Advertising Age felt that the chain had been " smartly revived " by R. J. Reynolds . KFC chairman Richard Mayer was of the opinion that Reynolds had treated their restaurants division as a " hobby " .

PepsiCo 's acquisition was seen by some analysts as a means for the company to increase its soft drinks sales . PepsiCo chairman D. Wayne Calloway denied that soft drink preference was a factor in the KFC takeover . KFC management had previously given franchisees the freedom to sell any soft drinks they wanted , but PepsiCo stated that it hoped it could convince them to stock Pepsi products . Before the takeover , only 1 @, @ 000 of the 6 @, @ 500 KFC outlets sold Pepsi Cola , and PepsiCo switched 1 @, @ 800 company @-@ owned stores to their own soft drinks with immediate effect . The purchase of KFC by PepsiCo led to some fast food competitors switching from Pepsi to Coca @-@ Cola . One of the first to switch was Wendy 's , whose chairman , Robert Barney , stated , " [PepsiCo 's] interests are now in conflict with Wendy 's and we will not support a company that is trying to make our customers its customers . " Burger King , which had switched from Coca @-@ Cola to PepsiCo in 1983 , returned to Coca @-@ Cola in 1990 , citing the growth of the PepsiCo chains as a " large factor " in the switch . By 1998 , the majority of KFC franchisees had agreed to stock PepsiCo soft drink products .

In November 1987 , KFC became the first Western restaurant chain in China , with an outlet in Beijing . In 1989 , first quarter sales at KFC rose 30 percent to US \$ 280 million . In July , president and CEO Richard Meyer left KFC in order to become the CEO at Kraft Foods , and was replaced by John Cranor III .

= = = International growth and franchisee disputes under John Cranor III = = =

In August 1989 , Cranor proposed amendments to the existing 1976 contract for US franchisees : PepsiCo could take over weak franchises , existing restaurants would not be safeguarded against competition from new outlets , and PepsiCo would have the right to increase royalty fees . The contract proved controversial amongst franchisees , who countered with a lawsuit , and the issue was not resolved until 1996 . PepsiCo was accused of behaving in an imperious manner towards franchisees , who it believed were holding back the firm 's growth , while the franchisees believed they had been the backbone of the company during a succession of indifferent corporate owners .

Cranor spent \$ 42 million restructuring the company 's operations worldwide . He invested an additional \$ 50 million to refurbish outlets and \$ 20 million on a new computer system to link outlet cash registers to the kitchen , drive @-@ through window , manager 's office and company headquarters . Cranor also expanded the chain into non @-@ traditional locations , beginning with a 150 sq ft limited menu kiosk at a General Motors assembly plant in Dayton , Ohio . Between 1986 and 1991 , the chain built a further 2 @, @ 000 outlets to bring its total number to 8 @, @ 500 , and sales grew from \$ 3 @. @ 5 to \$ 6 @. @ 2 billion . The chain had to contend with the rise of grilled chicken as Americans became increasingly health conscious . KFC found itself competing against the growing El Pollo Loco restaurant chain , as well as with Burger King , which had just introduced the BK Broiler , a grilled chicken burger . Delays in product development , cramped kitchens and the ongoing franchisee contract dispute prevented the chain from rolling out a grilled product of its own .

In March 1991 the KFC name was officially adopted , although the chain was already widely known by that initialism . The change was advised by the Schechter Group brand consultancy agency . Research demonstrated that 80 percent of customers already associated the " KFC " initials with Kentucky Fried Chicken . A spokesman for the chain said that it represented its diversified menu , which was moving away from solely fried products . Kyle Craig , president of KFC US , admitted the change was an attempt to distance the chain from the unhealthy connotations of " fried " . In 1994 , Milford Prewitt praised the " crafty and well @-@ timed repositioning " in Nation 's Restaurant News . On the other hand , a 2005 editorial in Advertising Age stated , " the chain 's jettisoning of a venerable name ? and distancing from the word fried ? was ill @-@ conceived and damaging . It made a clear brand fuzzy . "

The early 1990s saw successful major products launched throughout the chain , including spicy "

Hot Wings " (launched in 1990) , popcorn chicken (1992) , and , outside the US , the " Zinger " , a spicy chicken fillet burger (1993) . In 1993 , rotisserie style chicken , under the name " Colonel 's Rotisserie Gold " , was introduced at over 30 percent of US outlets . However , despite a \$ 100 million investment in marketing , the product failed to gain sales traction . The launch of skinless chicken , designed to appeal to health @-@ conscious customers , failed ; customers disliked the unfamiliar texture , and the product resulted in increased overheads , which contributed to a 37 percent decline in operating profits in 1991 .

In June 1991 , Singapore was chosen for the launch of the first ever KFC breakfast menu . Products included chicken , omelettes and scrambled eggs , sold under the " Colonel 's Country Breakfast " banner . Singapore was chosen for the launch due to the growth of the breakfast market in that country .

While the US division struggled , becoming the weakest part of PepsiCo 's restaurants division , elsewhere sales boomed , with particular success in Japan . By 1992 , almost half of company turnover came from outside the US . By 1993 , KFC in the Asia Pacific region accounted for 22 percent of all KFC sales . John Cranor announced , " We 're looking at almost unlimited opportunity for growth in Asia " . By 1993 , KFC was the leading Western fast food chain in South Korea , China , Thailand , Malaysia and Indonesia , and was second to McDonald 's in most other Asian markets , including Japan and Singapore . Overseas operations often flourished while local management ignored or even defied orders from Louisville headquarters .

= = = David Novak appointed President = = =

By 1994 , KFC had a total of 9 @,@ 407 outlets worldwide , including 5 @,@ 149 outlets in the US , and over 100 @,@ 000 employees . That year , the chain began to struggle after competitors such as McDonald 's introduced value menu offerings . After a disappointing set on quarterly earnings , Cranor left the company in January 1994 . In his wake , two executives with marketing backgrounds were charged with reviving the company . Roger Enrico was appointed as the CEO of PepsiCo Worldwide Restaurants , and David C. Novak was appointed President of KFC in North America .

In 1995 , Novak introduced two successful new products ? Crispy Strips (breaded strips of chicken) and the chicken pot pie ? the chain 's first major new product launches in almost two years . Novak credits an improved , more " open " relationship with franchisees for the introduction of the two new items : Crispy Strips were invented by an Arkansas franchisee , and the pot pie was similarly developed alongside franchisees . Meanwhile , less popular items , such as corn muffins , were removed from the menu . At the same time , Enrico scaled back the increasing competition between KFC and its sister companies , Taco Bell and Pizza Hut ; Taco Bell had begun offering its own chicken products , and KFC had attacked Pizza Hut in its marketing .

In 1996 the company repaired its relationship with its franchisees by immediately dropping the most contentious of the contract terms that had been proposed by chairman John Cranor five years previously . The 1976 contract was restored , including the 1 @.@ 5 mile outlet exclusivity zone , while the parent company gained greater control over national advertising . Novak also axed the Colonel 's Rotisserie Gold product and introduced a new non @-@ fried item called the Tender Roast . Tender Roast was served by piece , as with the fried chicken , in contrast with the rotisserie product , which had been sold in quarter , half or whole chicken portions . Afterwards , Novak oversaw ten fiscal quarters of consecutive growth at KFC North America . As a result of his success at KFC North America , Novak became President and CEO of the entire KFC organization in 1996 .

= = Spin @-@ off as Tricon (later Yum ! Brands) = =

In August 1997 , PepsiCo spun off its poorly performing restaurants division as a public company valued at US \$ 4 @.@ 5 billion (around US \$ 6 @.@ 5 billion in 2013) . Although KFC had been doing well , Pizza Hut and Taco Bell had been under @-@ performing . One PepsiCo executive admitted , " restaurants weren 't our schtick " . The new company , named Tricon Global Restaurants , had 30 @,@ 000 outlets and annual sales of US \$ 10 billion (around US \$ 14 billion

in 2013) at the time , making it second only to McDonald 's in global sales .

Since the turn of the 21st century , fast food has been criticised 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 with the Kentucky Fried Cruelty campaign . PETA have held thousands of demonstrations , sometimes in the home towns of KFC executives , and CEO David Novak was soaked in fake blood by a protester . KFC President 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 . "

Tricon was renamed Yum ! Brands in May 2002 . In that year , the chain had to contend with Burger King 's launch of the Chicken Whopper , as well as fried chicken offerings from the Domino 's and Papa John 's pizza chains . Within three months , the Chicken Whopper became Burger King 's most successful launch of all time , with sales of 50 million . In September 2002 , KFC sales were down 10 percent against the previous year . From 2002 to 2005 , KFC experienced three years of weak sales , when underinvestment in product development left the brand looking " tired and poorly positioned " , according to Restaurant Research , an independent consultancy . A roast chicken product line introduced in 2004 proved unsuccessful , and the worldwide avian flu scare of 2005 temporarily decreased sales by as much as 40 percent . KFC responded in March 2005 by adding a cheap , small chicken burger to the menu called the " Snacker " . It proved to be one of the chain 's most successful product launches to date , with over 100 million in sales . In international markets , KFC introduced the " Boxmaster " , a meal @-@ sized wrap in a box . KFC also began a makeover of the US brand image , bringing back the full " Kentucky Fried Chicken " name at some outlets and returning portraits of Colonel Sanders to prominence .

In 2009 , KFC International launched the Krusher (Krushem in some markets) line of frozen beverages . The product was an attempt to introduce a between @-@ meals snack to KFC , and was marketed towards teenagers . In April 2010 , the Double Down sandwich was launched . Criticised as an unhealthy product , it featured two pieces of fried chicken in lieu of a conventional bread bun . It has proved to be a success for the company , with 15 million Double Downs sold worldwide between March 2011 and March 2013 . In September 2012 , the Chicken Little sandwich returned in the US .

By December 2013 , there were 18 @,@ 875 KFC outlets in 118 countries and territories around the world . KFC is the second largest restaurant chain in the world by sales after McDonald 's .

In April 2014 , Yum ! announced that first quarter KFC sales had risen by 11 percent in China , following a 15 percent fall in 2013 .

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 decline in sales .