

DOING RESTAURANTS THE RIGHT WAY



IT ALL STARTED WITH ONE COOK

EVERY
5HRS
A NEW
KFC OPENS

KFC is a global chicken restaurant brand with a rich, decades-long history of success and innovation. It all started with one cook, Colonel Harland Sanders, who created a finger lickin' good recipe more than 75 years ago.

Today, we still follow his formula for success, with real cooks breading and freshly preparing our delicious chicken by hand in more than 23,000 restaurants in over 135 countries and territories around the world.

If it's not finger lickin' good, it's not us.

800K+
Team members
across the globe

27K+
RESTAURANTS
in over 145 countries

THE LIFE OF COLONEL SANDERS



1890

Born on Sept. 9 in Henryville, Indiana

1909-1930

Worked in all kinds of different jobs, including a ferryboat driver, insurance salesman, lighting salesman, lawyer, tyre salesman, amateur obstetrician, and more.

1930-1940

Took over a service station, where he began serving weary travellers the same fried chicken he grew up eating.

Lost it all, refused to give up, and started again.

1952

Opened the first Kentucky Fried Chicken franchise in Salt Lake City, in 1952, with the first franchisee, Pete Harman.



1955

Copyright filed for the "Kentucky Fried Chicken" name and a patent obtained for his special method of frying.



1964

Sold Kentucky Fried Chicken.



1964-1979

Continued as the official face of KFC – and one of the most recognizable people on Earth – helping to spread his Original Recipe goodness around the world.

OUR FRANCHISE PARTNERS

With the help of incredible franchise partners around the world, we'll continue to be one of the fastest growing retail brands globally, both in emerging and developed markets alike.



**OUR
BRAND
VALUES**



Confidence, Heritage,
Hospitality, Grit, Determination
and doing things The Right Way.

OUR UK & IRELAND RESTAURANTS COME IN

**ALL SHAPES
AND SIZES**

No matter the asset type we build, all of our restaurants share a common thread of warmth, boldness and an inherent quality.

Delicious chicken

starting from

80

sq m

1037

restaurants open

OPTIMUM

ASSETS

for trade zones

Informed by

**Local
knowledge**

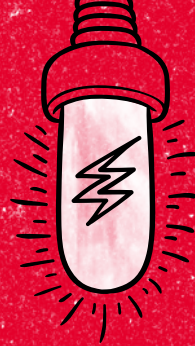
Data

to maximise
performance





THE KFC WAY



ENERGY EFFICIENT INTERIOR LIGHTING

LED Lighting Interiors



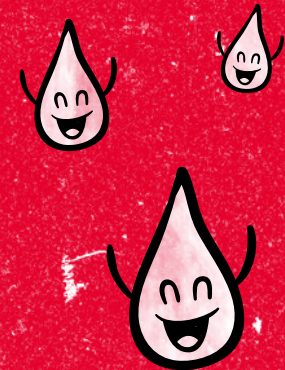
HVAC FUNDAMENTALS

Use M&E professionals for M&E Design and Execution



ENERGY EFFICIENT EXTERIOR LIGHTING

LED Lighting Exterior, Signage and Parking



BUILDING WATER USE REDUCTION

Low Flow Plumbing Fixtures – Customer Areas

BUILDING GREEN

11 must-haves for our new build restaurants



CFC & HCFC FREE REFRIGERANTS

No CFC or HCFC Refrigerants in HVAC Equipment



KITCHEN COOKING & HOLDING EQUIPMENT EFFICIENCY

Use Energy Efficient or Approved Equipment Per Guidelines



RESTAURANT COMMISSIONING

Test & Balance (TAB) Air Pressure



OPTIMISING EXHAUST HOODS

Implement Measures per BG Guidelines



REFRIGERATION FREEZER & COOLER EFFICIENCY

Separate Cooler to Store Fresh and/or Thawed Chicken

SMOKING POLICY

Supplying cigarette towers minimum 1.5m away from our restaurants



PROCESS WATER USE REDUCTION

Do not use Continuously Running Water to Thaw Chicken

SUSTAINABILITY

CHICKEN WELFARE

CHICKEN MATTERS TO KFC. CHICKEN IS WHAT WE ARE, WHAT WE DO.



Raising our standards

We're always looking for ways to raise standards on improving and championing chicken welfare. That's why we've developed close partnerships with experts, including Compassion In World Farming (CIWF), FAI Farms and other organisations.

Working with our suppliers

We are committed to working with our farms and suppliers across all proteins to monitor and improve the health and welfare of farmed animals to address environmental and ethical issues in our supply chain.

Not just chicken

Our Original Recipe Vegan Burger has been a huge success, winning an award from animal rights group PETA.

Full Transparency

We have developed a fully transparent animal welfare monitoring system – which is best in class – to show where we are progressing towards European Chicken Commitment criteria.

UK and Irish Farms

All our iconic chicken on the bone comes from high-quality UK and Irish Red Tractor farms.



SUSTAINABILITY

CLUCKING DOWN ON LITTER

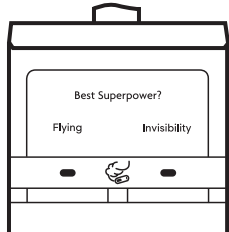
WE'VE STEPPED UP OUR EFFORTS TO ADDRESS LITTERING IN OUR LOCAL COMMUNITIES



LITTER PARTNERSHIPS

We've stepped up our efforts to address littering in our local communities with a renewed litter commitment and partnership with Keep Britain Tidy, who we've partnered with on the Great British Spring Clean since 2021.

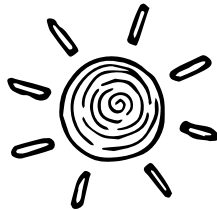
In 2023 we provided a £40,000 grant to Keep Britain Tidy's local litter groups to deliver litter picking equipment across the UK. We have also joined Keep Britain Tidy's Litter Pact with 6 other brands to join forces on limiting litter in our communities.



BALLOT BINS

In 2023, KFC partnered with environmental charity Hubbub to work together on a behaviour change campaign around litter.

With the support of local councils, we launched Big Ballot Bins in Manchester and Southampton, with the aim of reducing litter rates in high streets near KFC restaurants.



PUBLIC VOTES

The solar-powered Big Ballot Bins asked members of the public to vote, using their litter, on topical subjects – in Manchester we asked locals who they preferred, Noel or Liam.

The litter captured by Big Ballot Bins was analysed by Elipsis Earth and we're pleased to say that on average, the bins had a capture radius 2.5 times greater than existing bins used by the local councils.

HOW WE USE TECHNOLOGY



EV CHARGING POINTS

Working with Instavolt:

- Two dedicated charging spaces per site
- Suitable for logistics hubs, Out of Town Retail Parks, Taxi Ranks
- Most suitable for Drive Thru locations

DID YOU KNOW?

In the UK there are

240,000

plug-in vehicles



DIGITAL ORDERING

- 12.5% of our total orders and a key part of our in restaurant journey
- Flexibility – Freestanding, wall mounted and table mounted
- Mobile ordering

CUSTOMER EXPERIENCE

- New restaurant designs every couple of years
- Innovation through Mobile Order (collect at FC, Table Service or Drive Thru)
- Constantly assessing feedback to tackle points in the journey



DELIVERY



- Working with delivery organisations like Uber Eats and Just Eat
- Restaurant design: We aim to create a brilliant experience for both delivery drivers and for our guests
- Exploring Delivery hatches (accessible from outside) and the separation of delivery drivers from guests

MEANINGFUL
CAREERS &
RECOGNISED
TRAINING

CONTRIBUTE
TO THE LOCAL
COMMUNITY

RUN SITES
RESPONSIBLY

BEING A GOOD NEIGHBOUR

This commitment starts with being open and transparent
about the contribution we make to local communities.

REDUCING OUR
ENVIRONMENTAL
IMPACT

TAKE OUR FOOD
AND NUTRITION
SERIOUSLY



02. THE KFC WAY



- Hatch is an employability programme created and launched by KFC and UK Youth in 2022.
- Our goal is to reduce barriers to employment and to help young people build work skills and confidence, and land their first job.
- Through offering 1-2-1 support, training and practical work experience, we are helping young people – previously experiencing barriers to employment and training opportunities – to unlock their potential.
- Our ambition for Hatch is to help level the playing field for young people who have faced barriers to entering work.
- Hatch was piloted in Manchester in 2022 with over 80 young people.
- Half of those who completed the programme found permanent employment as a result.



- In 2023, we scaled up the programme to 500 young people, recruited into KFC and other work experience locations across the UK.
- By 2024, we’re aiming to have upskilled 1,100 young people, ensuring they’re ready for future work, training or education through the Hatch programme.
- By 2030, KFC aims for a third of all new hires to be young people through Hatch, aged between 16 and 24, who have faced barriers to employment.



- Since November 2021, KFC has partnered with the charity FareShare on a nationwide food redistribution programme.
- Today, seven million people in the UK are struggling to afford to eat – that’s 1 in 10 of the UK’s population, and it’s disproportionately affecting young families. No child should ever go to bed hungry.
- We’re doing everything we can to reduce food waste, but we’re sometimes left with food that isn’t going to be sold, so we choose to work with redistribution partners to help us get it to people that really need it.



- In 2023, we rolled this programme out across all 1,000 KFC restaurants in UK&I, delivering more meals to more people facing food insecurity.
- In 2024 we have an ambition to donate 2m meals.
- The partnership was FareShare’s first venture into frozen food, further diversifying the food available to people facing hunger and offering people the opportunity to enjoy food in their own time, and on their own terms.



8.7m
In grants and donations
since 2015

By 2030 we want to support
25,000
young people through small
scale community projects



The KFC Youth Foundation was set-up to empower young people in the UK to fulfil their potential by providing safe spaces, helping them to unlock talent, build life skills and provide mentoring to help them build a positive future.

We’re funding work that helps young people to create firm foundations, by addressing their needs through early intervention, working with organisations that help young people to fulfil their potential, and build a positive future; and those that provide spaces for young people to feel safe and secure, and that build life skills and improve young people’s chances to gain meaningful employment.

- There have been more than 300 grants given out via the KFC Youth Foundation programme since 2020.
- There were 87 community grant payments made in 2023.
- More than £600,000 was paid in grants and donations to partners in 2023.
- We supported more than 2,000 young people through KFC Youth Foundation community grant funding in 2023.
- By 2026, we want to have grown our community grant programme to have provided 650 grants in communities across the UK&NI.
- By 2030, we want to have opened five community youth hubs across the UK.



- In the Summer of 2023, the KFC Youth Foundation launched a programme of activities in Middlesbrough to help empower young people with food education and employability skills, while providing food to the wider community.



[KFC.CO.UK/DEVELOPMENTS](https://kfc.co.uk/developments)