

DOING RESTAURANTS THE RIGHT WAY



Hello.

WHY CHOOSE KFC AS YOUR F&B PORTFOLIO BRAND PARTNER?

We've thought of everything, so you don't have to...



Learn about:

Our history

Our restaurant types

A closer look at drive thrus

Build and bespoke design

An example of a remodel



Learn about:

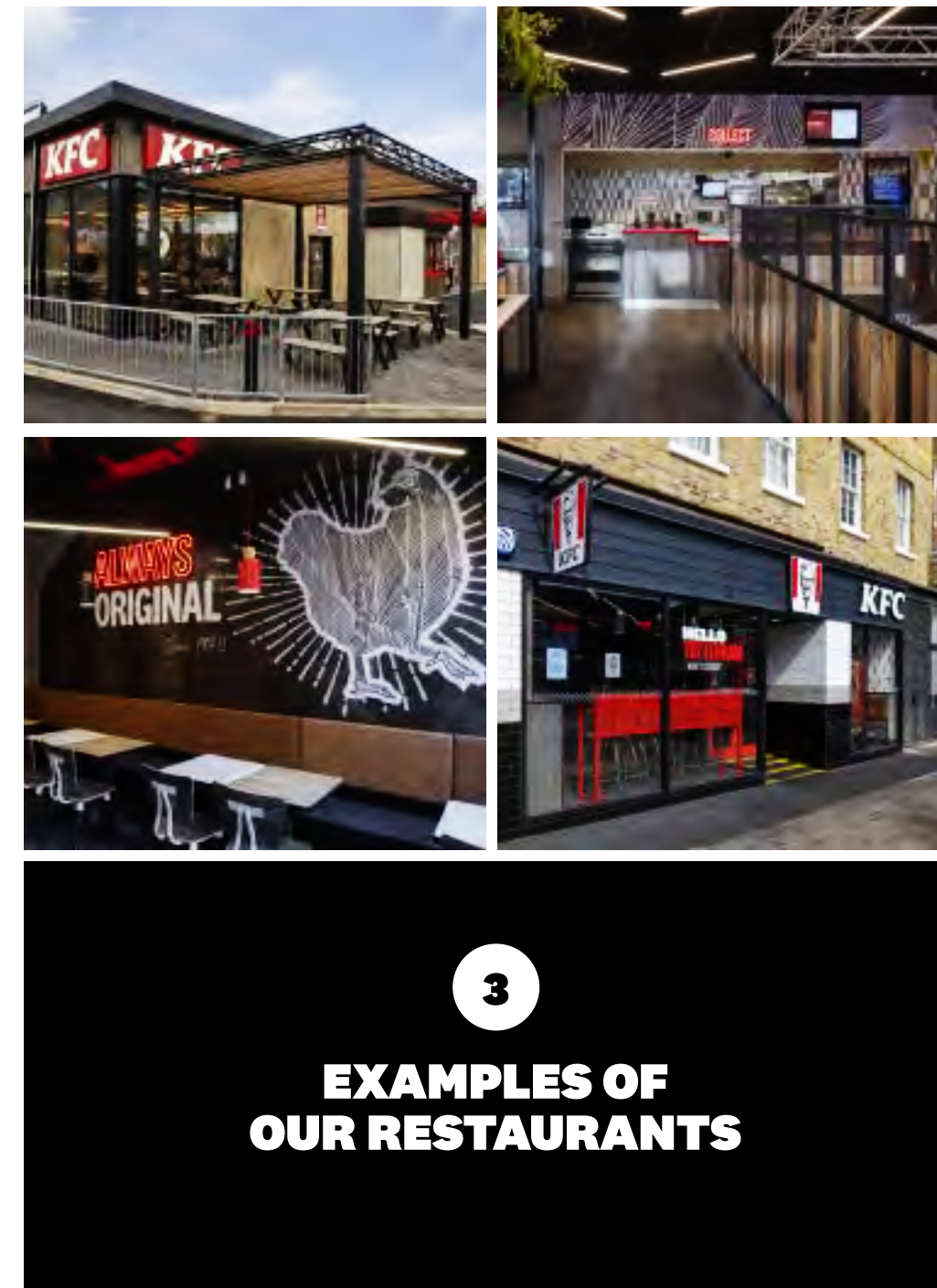
Sustainability

Chicken welfare

How we use technology

Delivery

Good neighbours





HOW WE CREATE OUR RESTAURANTS

IT ALL STARTED WITH ONE COOK

EVERY
5 HRS
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



SMALL BOX
MINIMUM 100 SQ M APPROX



HIGH STREET
UP TO APPROX 200 SQ M



DRIVE-THRU
APPROX 140 - 290 SQ M



2 STOREY DRIVE THRU
APPROX 140 - 190 SQ M FOOTPRINT



EXPRESS
MINIMUM 80 SQ M



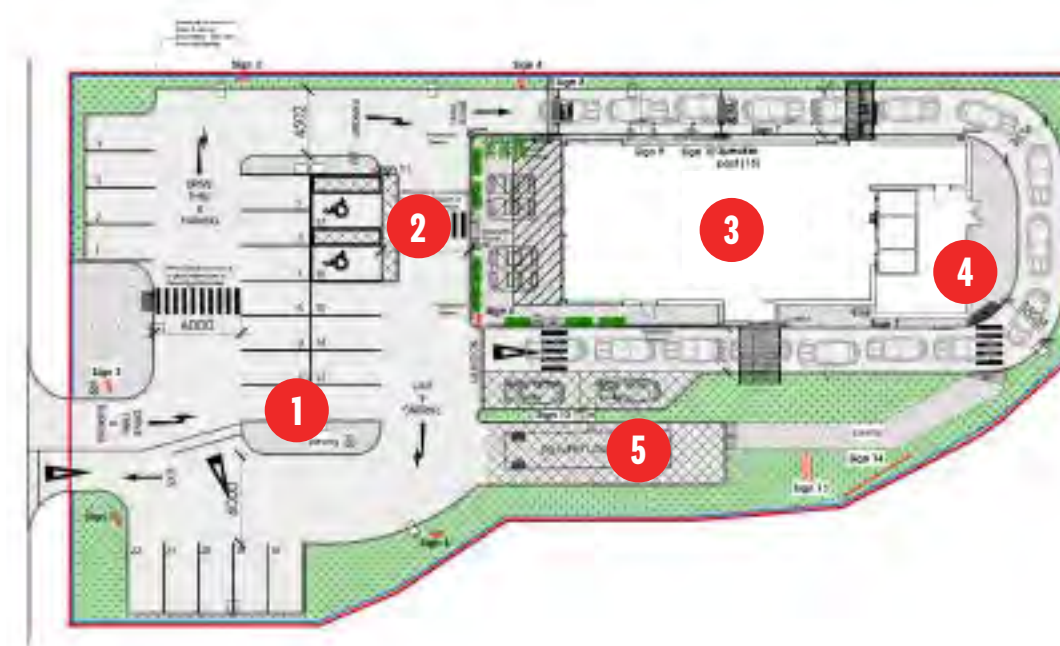
TRANSPORT HUB
MINIMUM 80 SQ M



LITTLE DRIVE-THRU
MINIMUM 80 SQ M



A CLOSER LOOK AT
DRIVE THRU



ASPECTS WE CONSIDER

- 1** CAR PARKING
- 2** PEDESTRIAN ACCESS
- 3** DIVERSE SEATING
- 4** DELIVERY ACCESS
- 5** DESIGNATED SERVICING AREA

160m+
DT transactions in 2024

53%
of our restaurants
are drive thru



HOW WE BUILD OUR RESTAURANTS

OUR RECIPE FOR SUCCESS

WORKING TOGETHER

Internal KFC teams work with architects and franchisees to ensure a restaurant is designed for success.



NOT JUST A COOKIE CUTTER APPROACH

Our approach to decor ensures each restaurant isn't exactly the same.



ATTENTION TO DETAIL

In addition to our market-leading concept we also relish the opportunity to go above and beyond the design with bespoke details.



EXPERTS IN

DESIGN & BUILD

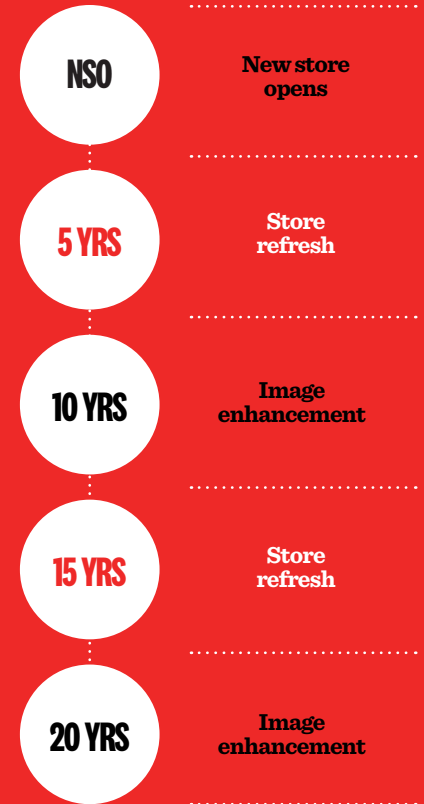
We have a tried and tested community of suppliers and consultants that we use to develop and realise our restaurants.

We use the latest technologies and systems to ensure our design and build process is efficient and effective.



WE TAKE PRIDE IN OUR RESTAURANTS

Once a restaurant opens we look after it with continual maintenance and remodels every 5 years, ensuring our decor is always contemporary and our customers come back time after time.



BESPOKE DESIGN

Many of our restaurants include bespoke, experience-enhancing design that help them to stand out in competitive trading zones.

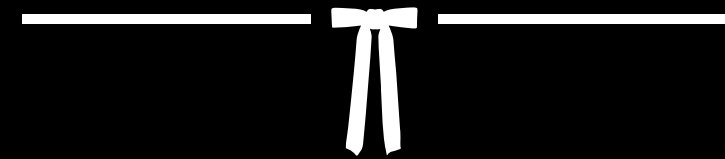
OFTEN WE TAKE INSPIRATION FROM:

LOCATION

LOCAL ARCHITECTURE

HISTORICAL CONNECTIONS

FAMOUS PEOPLE

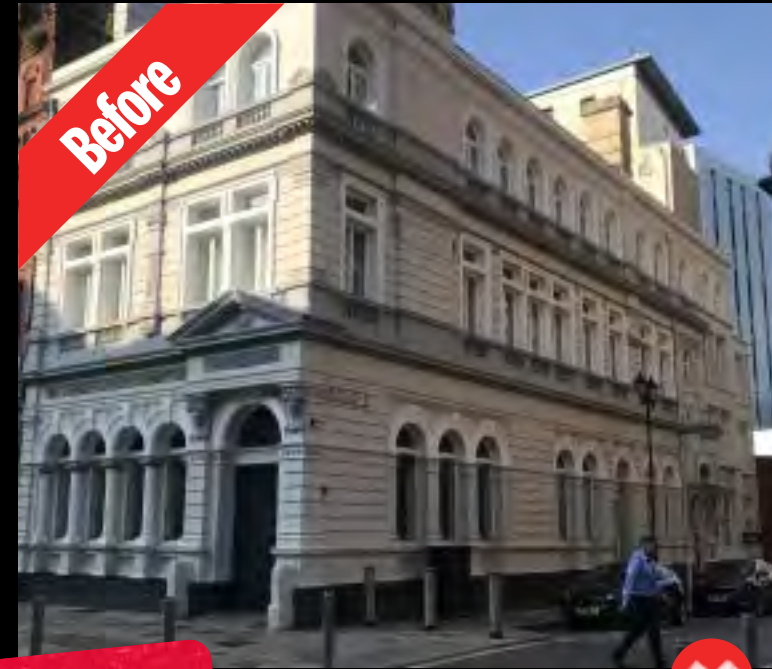


EXAMPLES OF **CONVERSIONS**

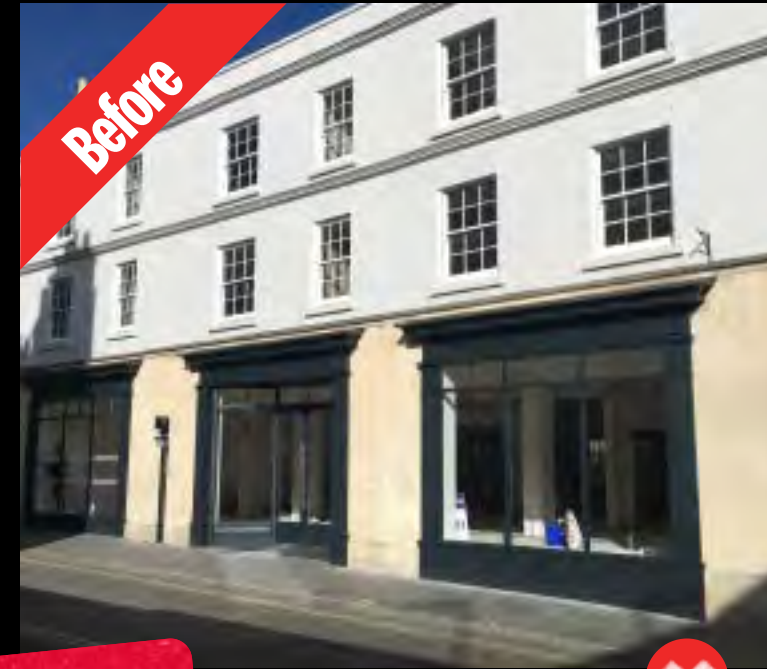
Our small boxes are mostly conversions in high footfall, urban locations. Working with existing builds can be unpredictable, but we are prepared for any challenges.

CHALLENGES we've come across

- Working with listed buildings
- Planning policies
- Building within spaces which have never been for food purposes (e.g Cardiff was a bank)



CARDIFF



BATH



BRENTWOOD



OUR NEW DESTINATION:



THE KFC WAY



ENERGY EFFICIENT INTERIOR LIGHTING

LED Lighting Interiors



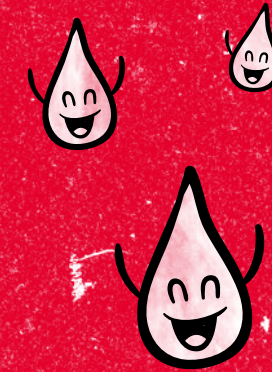
HVAC FUNDAMENTALS

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

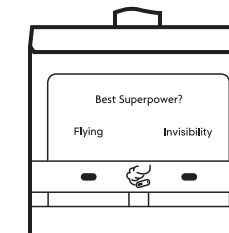
WE'VE STEPPED UP OUR EFFORTS TO ADDRESS LITTERING IN OUR LOCAL COMMUNITIES



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.

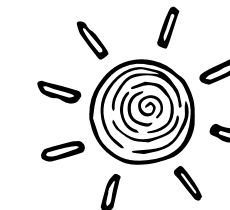
In 2023 we provided a £40,000 grant to Keep Britain Tidy's local litter groups to deliver litter picking equipment across the UK. We have also joined Keep Britain Tidy's Litter Pact with 6 other brands to join forces on limiting litter in our communities.



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:

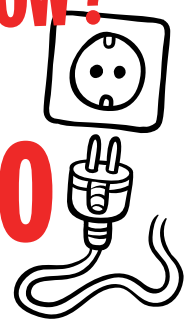
- Two dedicated charging spaces per site
- Suitable for logistics hubs, Out of Town Retail Parks, Taxi Ranks
- Most suitable for Drive Thru locations

DID YOU KNOW?

In the UK there are

240,000

plug-in vehicles



307%

YOY increase in sales of EV

8,500K

plug-in vans in the UK



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.

MEANINGFUL CAREERS & RECOGNISED TRAINING

- We employ over 30,000 people from local areas in our restaurants.
- Our growth enables us to train over a 1,000 people into management roles every year – providing leadership skills through quick and thorough training paths. 19 year olds leading £1.5m restaurants and over 40 team members!
- Our partnership with Lifetime Training has delivered over a thousand apprenticeships since its inception.
- We also partner with De Montfort University and Glasgow Caledonian University to provide Business Management degrees.



CONTRIBUTE TO THE LOCAL COMMUNITY

- Boosting the local economy
- Creating safe spaces for friends and families
- Bringing sites back to life
- KFC Youth Foundation
- Supporting the younger population through local charities
- Moving towards having Halal restaurants in all trade zones



TAKE OUR FOOD AND NUTRITION SERIOUSLY

- Vegan burger, introduce our food to a larger audience
- There are no colours or trans fats in our food
- We reformulated our fries to reduce the calories they contain in 2018
- Our fried chicken is freshly prepared and hand-breaded with store cupboard ingredients in restaurants every single day

REDUCING OUR ENVIRONMENTAL IMPACT

- Our goals to reduce our carbon footprint
- Looking into Modular option for less construction impacts- Liverpool Garston
- We've committed to become a fully circular zero-waste business by 2035
- We have removed all palm oil from our supply chain and are members of the UK Roundtable on Sustainable Soya



RUN SITES RESPONSIBLY

- Building communities
- All our contractors must be members of the considerate contractor's scheme
- We maintain an efficient and environmentally responsible restaurant
- Ensuring our restaurant surroundings are safe and accessible for our team and customers.
- Working with current action plans in place by the communities



EXAMPLES OF OUR RESTAURANTS

Here's a taste of our franchisees amazing restaurants.



SLOUGH

DRIVE THRU • EQUITY





RUGELEY

DRIVE THRU · FRANCHISEE: GASTRONOMY





OLDHAM

LITTLE DRIVE THRU • FRANCHISEE: SOUL FOODS



CHATHAM 2 STOREY · EQUITY





CROYDON

RETAIL PARK • FRANCHISEE: K&Z



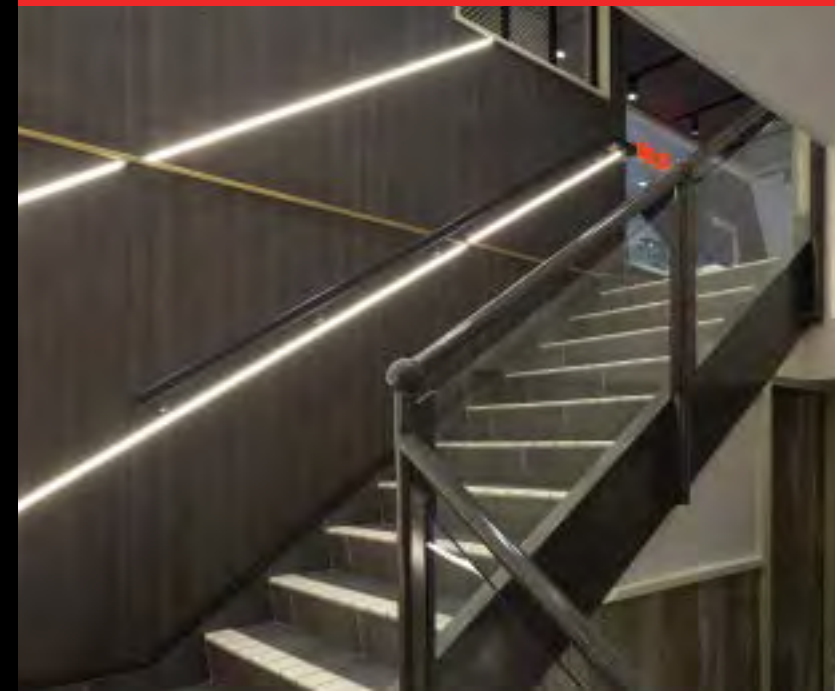
BATH 2 STOREY HIGH STREET · FRANCHISEE: DEMIPOWER





BAKER STREET • LONDON

HIGH STREET • FRANCHISEE: DEMIPOWER





LEICESTER SQUARE

HIGH STREET • FRANCHISEE: CASKADE





MANCHESTER AIRPORT T2

HOST TRANSPORT HUB · FRANCHISEE: HMS HOST





MANCHESTER PICCADILLY

SMALLBOX • EQUITY

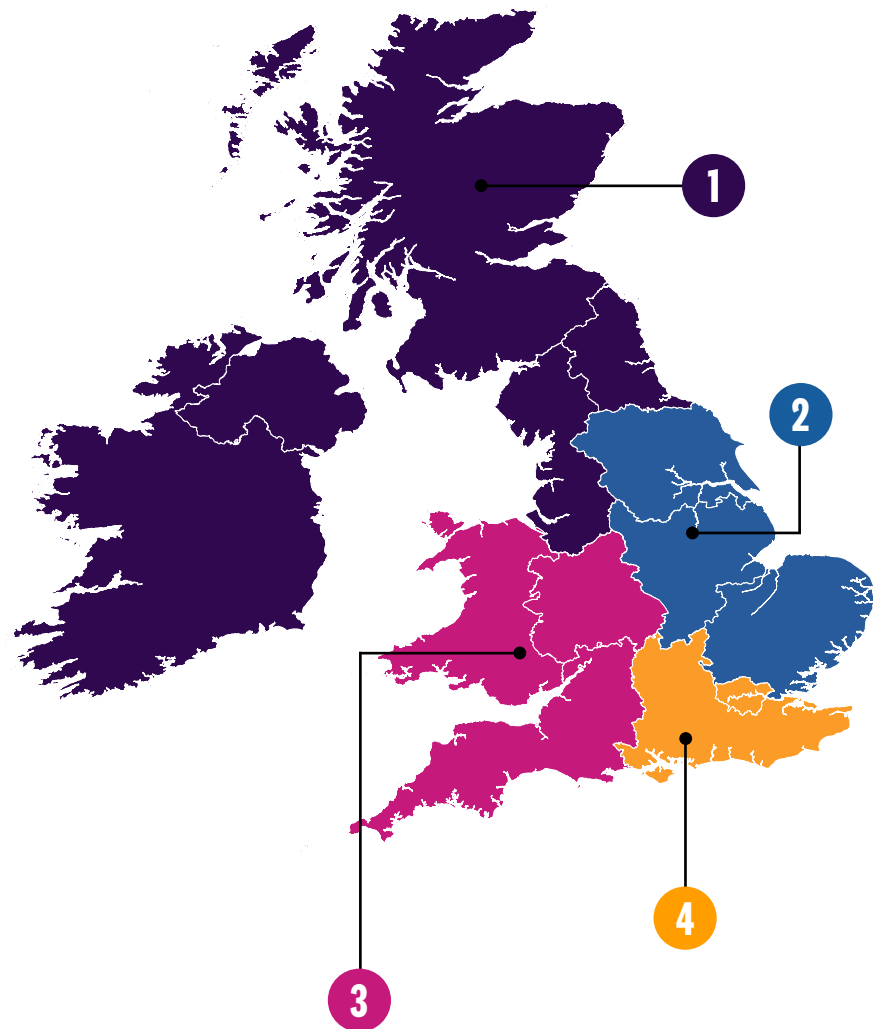




WATERLOO SMALLBOX · EQUITY



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