

# FINGER LICKIN' GOOD FOOD

UK&I NUTRITION UPDATE 2025



# KFC

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# FOREWORD

This is KFC's 60th year in the UK and we've been a trusted part of the community for years. While both we and the world around us have rapidly evolved since our first restaurant opened in Preston, one thing has never changed: we still make the best fried chicken.



**ROB SWAIN**  
General Manager  
KFC UK & Ireland

I began my KFC journey over 15 years ago. And, from starting out as an Area Coach to now returning back to the UK and Ireland business this year as the General Manager (GM), I am so proud that we've been able to continuously serve our customers over the last 60 years by being a bold and creative brand, offering fresh, quality, delicious food at great value. I am both the GM and a customer - I eat at our restaurants two or three times every week - so I know this is more important now than ever, and we take that responsibility very seriously.

A huge part of that responsibility is the finger lickin' good food we serve. That's what we're famous for, and that's why we are committed to being open and transparent about what goes into our food and the progress we're making to doing things the right way.

This is our second Nutrition Update, reporting on the progress of our nutrition journey and the practices and strategies we've put in place to deliver meaningful improvements for our customers.

The ambitions we set ourselves in 2024 were intentionally challenging to make sure we pushed ourselves to contribute positively to nutritional outcomes and provide access to good food. We have made great progress over the last year and will continue to push ourselves to meet our ambitions. We have made improvements through reformulation, including updating our BBQ sauce for our dipped bites by adding more spices to keep their taste, but reducing their salt and sugar content so they are now a non-HFSS menu

item. Meanwhile, changes to our cookies mean our White Chocolate Cookie hit Government targets on calorie and portion size guidance.

Partnerships are a key pillar of this work, and this year we are excited to have begun exploring a partnership with the UK's innovation agency for social good, Nesta, with the aim to develop further targets to improve the nutrition of our menu, grounded in data.

But most importantly, we are making this progress without losing the iconic taste that KFC is known for. Everyone has their favourite menu item (a Zinger Burger for me!), and this year we've seen one of the most exciting product launches for a long time - the Rice Bowl. This takes our current Ricebox, a great balanced option, and supercharges it with a fresh new taste, additional veggies, and under 600 calories. I can't wait for everyone to try it.

But we will not be complacent about our progress. We know there is more we can do, and we'll continue to work with partners to challenge us and help us take the important next steps towards our ambitions. It was great to see the support and engagement we have had since we published our first Nutrition Update last year, and we hope we can continue to bring others with us on our nutrition journey as we continue to evolve to serve our communities for the next 60 years.

# OUR NUTRITION PILLARS



## NUTRITION AT KFC UK&I (CONTINUING OUR JOURNEY)

**This Nutrition Update is the first progress check against the measurable ambitions we set ourselves across four pillars, to deliver healthier, balanced choices across our menu with the same great KFC taste.**

Since setting ourselves targets a year ago, we have prioritised positive changes across the KFC UK&I menu, through reformulation of our current menu and portion changes, adding innovative new products, and taking lessons and learnings from external experts.

## MENU INNOVATION

Our food team is consistently innovating to find new ways to bring customers fresh ideas. We assess all our food against the 2004/5 Nutrient Profiling Model while also considering portion size and healthier choices.

This innovation has led to the exciting launch of the new Rice Bowl, a modern, fresh option that is perfect for lunch, with added veggies and under 600 calories. We took learnings from our trial with Bite Back that heroed our Ricebox and saw an opportunity to refresh the product to fit with our customers' expectations of a modern, healthier choice.

## REFORMULATION

We are very pleased to have already met several targets ahead of schedule, in particular around calorie reduction across our menu. This has been achieved through a combination of reformulation to reduce calories in our products, but also exciting menu innovation.

While there are still steps to take to reach our targets by the end of this year, we have made great progress and our work this year will support continual improvements across our menu.

## PARTNERSHIPS

The pillar of partnerships focuses on bringing the outside in to support our thinking on the development of our menu, as well as our wider nutritional and business practices. KFC UK&I sits on the Food Data Transparency Partnership Health Working Group, a cross-industry body working with Government to formalise data reporting across nutrition metrics to drive positive change. We look forward to this work moving forward to create a level playing field for transparency across all kinds of food businesses, that will support positive changes for our food system.

Transparency of this kind is at the heart of why we are sharing our Nutrition Update. This year, we have been working with Nesta to explore a health innovation partnership that will support us to develop a longer-term nutrition strategy, set targets and look to identify potential health interventions which can positively impact the healthiness of our menu, transparency of data and scale up successful interventions across the business.

This is an incredibly exciting opportunity, building on the work we have undertaken previously with Bite Back to understand how we can use our own channels to drive choice for our customers, and support better health outcomes. We are taking the lessons and learnings from our work with Bite Back and feeding them into this next stage of the review of our strategy.

# NUTRITION PILLARS, AMBITIONS AND PROGRESS CHECK

Taking the pillars and targets we defined last year, developed with nutrition experts and aligned with Government guidelines, we know this can have a real impact on the communities we serve.

## MENU INNOVATION

Providing a range of products on our menu, offering our customers choice. When considering what items we have on our menu, we compare against the UK Nutrient Profiling Model 2004/2005 (NPM). This is the model most recognised and reported against by food and retail businesses in the UK. It is also used by the Government to categorise nutritional value, and define foods that are high in fat, salt and sugar (HFSS).

### OUR AMBITION

- By 2025, we want to increase the number of non-HFSS menu items to 70% of the total permanent menu. We will do this through a combination of new menu innovation and reformulation of current menu items.
- By 2025, we want to develop a sales-based target for the amount of HFSS and non-HFSS menu items sold at KFC. We will work with our external partners to shape the metrics of this target.
- By 2025, 75% of selectable items in our Kid's Bucket Meal will be non-HFSS.

### BASELINE 2024

- 65% of the individual products on our current permanent menu are classed as not high in fat, salt or sugar (non-HFSS).
- We are pleased to be able to contribute to the work of the Government's Food Data Transparency Partnership where we participated and contributed expertise from the QSR sector.

### PROGRESS CHECK 2025

- 67% of the individual products on our current permanent menu are non-HFSS. This has increased from last year through a combination of new menu innovation and reformulation (see case studies for examples).
- Work on this continues and will align with work and outputs from the Food Data Transparency Partnership Health working group, which we hope continues in 2025. Through discussions within the group, and some initial modelling, we will use this insight into shaping the data journey in our business.
- 75% of selectable items in our Kid's Bucket Meal being non-HFSS achieved. We are delighted to say we have hit this target which we achieved through the removal of gravy from the Kids' Menu.



## CASE STUDIES

### RECIPE REFORMULATION

**By embarking on reformulation, we want to try and make our food healthier by improving the nutritional profile of the ingredients we use and reducing calories, sugar and salt, without compromising on the great taste and quality that our customers expect.**

In 2024 we undertook a review of our BBQ sauce which is used in our BBQ dipped bites. We reviewed the recipe to reduce the sugar and salt levels in the sauce. To ensure the sauce still met taste expectations alongside the nutrient reductions we added more spices to give a deeper fuller flavour. The nutrition changes made per 100g of sauce shifted the final BBQ dipped bites product from HFSS status to non HFSS status, as we managed to reduce both sugar and salt levels by around 30% per 100g.

DIPPED BITES



## HEROING INNOVATION

**Our delicious range of sides are an important part of meals at KFC UK&I and provide some healthier choices for our customers to go alongside our great tasting chicken. Even though our side salad and side rice are already great choices, we wanted to make sure they were still relevant, modern and taste delicious. By ensuring these are appealing, we hope to encourage more people to buy these sides alongside their chicken. Our rice and salad sides were last reviewed around 2016 and were due a refresh! We set about having a look at these to see if we can make them even better and tastier.**

To make our side salad and side rice more modern, we have packed them full of new and exciting ingredients like new mixed salad leaves, charred corn and sweet potato inclusions to drive taste appeal. We have tested this new recipe with consumers and received positive feedback, so we successfully launched this new, exciting and tasty salad and rice side in March 2025. These will feature alongside our new Rice Bowls – see case study for more information.

SIDES: SALAD & RICE



# 2025 SPOTLIGHT NEW RICE BOWLS LAUNCHED MARCH 2025

We offer some great choices on our menu for those who are looking for something different. Offering our customers healthier choices on our menu is important for us, and something we've done for a while now. One of our hero items to date has been our Ricebox, which we launched back in 2016, and which offers the delicious taste of KFC chicken alongside spicy rice, lettuce and bean salsa.

However, we are always looking for the opportunity to modernise our menu offerings to support growing appeal on our healthier choices, specifically at lunchtime where we know health can play a role in decision-making. Prioritising innovation on our balanced, non-HFSS products to make them more exciting and enticing means we recognised the need to update our current range, so it would be more appealing to our customers, both current and new. We therefore set out to create a revamped modern lunch range, which showcased our chicken, but alongside delicious, healthier ingredients.

So, we are proud to say that in March 2025, we launched our new and exciting Rice Bowls – a delicious KFC chicken fillet (or a Zinger option for our spice fans) – with charred corn, Cajun rice with spring onions, sweet potato, pickled slaw, salad leaf mix and topped

with ranch dressing. Not only have we improved the taste and added some new vibrant ingredients, but all our Rice Bowls are also under 600 calories.

A great example of how to make the already good better, with our chicken at the heart of it – giving our customers the option of an appealing, great tasting product that is under 600 calories.

We believe in this product so much, that we are going big with the launch, showcasing the product across a range of media channels to raise awareness of the extent of our menu beyond core chicken. And we are putting our money where our mouth is, with paid media behind the launch to really drive the visibility we want for this amazing new menu item.

Not only are we backing our Rice Bowls, but the iconic British gym brand Gymshark has endorsed our Rice Bowl. We are also so pleased to announce working with Gymshark has allowed us to further our spend and visibility on Rice Bowls on our social channels, by hosting fitness classes and bringing well-known influencer Kyan Fit to share his thoughts on our product.



# REFORMULATION

Whilst we want to keep offering customers a choice, there are some important changes we can make to the way our products are made and the ingredients they are made from. Reformulating our products is a key strategy in helping us to do this. Put very simply, we want to try and make our food healthier by improving the nutritional profile of the ingredients we use, and reducing calories, sugar and salt without compromising on the great taste and quality that our customers expect.

## OUR AMBITION

By 2025, we will increase the percentage of our menu items that meet PHE nutrient guidelines by 10% (respectively) and will report progress against these targets annually.

### BASELINE 2024

- 100% of our menu falls beneath the PHE guideline for the maximum number of calories per portion for products in the eating out of home categories.
- 77% of our menu items meet the PHE guideline for the average number of calories per portion recommended for products in the eating out of home categories.
- 35% of items in scope (e.g. Rice) meet the PHE average salt reduction targets for 2024 and 45% meet the PHE maximum salt reduction target.
- 72% of meals in scope (e.g. burgers) meet the PHE salt reduction targets for dishes in the eating out of home sector.
- 100% of our soft drinks in the UK are below the Soft Drinks Industry Levy threshold of 5g sugar per 100ml.
- 78% of products in scope meet the maximum portion calorie guidelines as outlined in the PHE 20% sugar reduction guidelines.
- 44% of products in scope meet the 5% sugar reduction guidelines whilst 22% of these products meet the PHE 20% sugar reduction guidelines (e.g. Cookies).

### PROGRESS CHECK 2025

- 100% of our menu still falls beneath the PHE guideline for the maximum number of calories per portion for products in the eating out of home categories.
- 75% of our menu items meet the PHE guideline for the average number of calories per portion recommended for products in the eating out of home categories.  
This number has decreased slightly due to the introduction of new meal offerings, but we will review this throughout 2025 as we review our future menu offering.
- 25% of items in scope (e.g. Rice) meet the PHE average salt reduction targets for 2024 and 48% meet the PHE maximum salt reduction target.
- 72% of meals in scope (e.g. burgers) meet the PHE salt reduction targets for dishes in the eating out of home sector.
- 100% of our soft drinks in the UK are below the Soft Drinks Industry Levy threshold of 5g sugar per 100ml.
- 83% of products in scope meet the maximum portion calorie guidelines as outlined in the PHE 20% sugar reduction guidelines.
- 50% of products in scope meet the 5% sugar reduction guidelines whilst 17% of these products meet the PHE 20% sugar reduction guidelines.

## CASE STUDY REVIEWING PORTION SIZE

In 2024 we reviewed our cookie offering as we wanted to improve them nutritionally and wanted to look at the best way of doing this. We undertook a competitor benchmarking exercise alongside research into consumer expectations of this type of product. This is important to ensure that we meet customer expectations and are in line with the market. The positive changes made still need to appeal to customers so that the positive benefit is achieved through purchase. There is not much leeway for reformulation in this type of product due to its composition, without compromising on taste expectations, so therefore we decided to focus on portion size changes. We reduced the size of the cookies by 10% per portion which resulted in reductions on all nutrients and brought our White Chocolate Cookie below the PHE 2020 sugar target portion size cap (below 325kcal). The milk chocolate cookie calories were reduced by 7% and the white chocolate cookie calories were reduced by 10% per serving.

# COOKIES





# PARTNERSHIPS

We believe bringing in outside, expert perspective is hugely valuable to our work. It is only through innovative partnerships, greater transparency and by learning from those around us, that we can hope to make progress on our nutrition journey. Credible partnerships with external stakeholders provide us with feedback and objective scrutiny. We choose our partners for their expertise, experience and honesty.

## OUR AMBITION

- By 2024, following our partnership with youth activist movement Bite Back and the work towards our change goal, we commit to having completed two intervention trials based on the findings of our behavioural insight research, informed by the work of the University of Durham, and trialled in partnership with Deliveroo.
- In 2024, we will evaluate the outcomes of our Bite Back Accelerator Programme trials and their impact towards our change goal, and if successful, we will implement learnings within our business brand plans. These interventions will help provide the evidence needed to set the foundations for future thinking around our lunch options, how we encourage purchase of/shift customers towards our healthier options, as well as informing longer term change goals for our business.
- By 2026, through the KFC Youth Foundation, we aim to have provided food education programmes in five cities for 500 young people.

## BASELINE 2024

- In 2022, we joined The Food Systems Accelerator Programme run by Bite Back. The programme partners young people with industry to test changes within businesses to make healthy food more visible. We worked with Bite Back's young advocates to develop, and then publicly commit to, a change goal which aims to drive improvements in the health and wellbeing of young people. The focus of our change goal is around lunch and exploring ways to encourage healthier options at this important moment in the day.
- In 2023, through the KFC Youth Foundation, we provided a food education and soft skills programme to over 50 young people in Middlesbrough, equipping them with valuable skills for the future around nutrition, budgeting, food preparation and cooking. Through this programme, we served 2,000 meals to the local community over the summer holiday to reduce holiday hunger.

## PROGRESS CHECK 2025

- In 2024, we successfully completed two trials under our Bite Back change goal. Further detail on the evaluation of the trials can be found further on in the report.
- We also continue to support and contribute to the work of the Government's Food Data Transparency Partnership, sitting on and participating in the Health Working group through 2024. We have externally endorsed the mandatory reporting of health metrics across the industry.
- We are active members of the British Retail Consortium, UK Hospitality and ISBA and have contributed to their important work on nutrition and reformulation.
- This year, we have been speaking with Nesta to explore a health innovation project to support us to develop a longer-term nutrition strategy, and to identify potential health interventions which can positively impact the healthiness of our menu, transparency of data and scale up successful interventions across the business.
- The KFC Youth Foundation has this year opened its first Youth Hub in Middlesbrough, with the Hub's strategic focus centred on tackling food security among young people. This will be delivered through programmes around nutrition, culinary skills, food access and security, and community engagement through food, with the aim to reach disadvantaged young people across Middlesbrough.



# NUTRITION INFORMATION

We want our customers to know what's in their food, so we provide calorie and nutrition information at point of purchase, as well as on all our digital channels.

## OUR AMBITION

- By 2025 we will develop new features and functionality on all our digital platforms to improve customer experience. This will include filtering for nutrition information, dietary requirements and allergens, as well as providing a nutrition calculator.

## BASELINE 2024

- Today we provide the calorie content of all our menu, as required by the Government. Customers can find calorie information at all points of purchase. We also provide more detailed nutrition information on our trayliner and website.

## PROGRESS CHECK 2025

- Work on this continues as we develop the systems required to support this feature. As part of this we have invested in a new system to support the provision of nutrition information into consumer facing touchpoints.



# BITE BACK TRIAL OVERVIEW AND EVALUATION



## OUR INTENTION

**To work with Bite Back as a partner to help us on our journey to accelerate health promotion across the industry, specifically to better promote child health. We provide choice and are always looking for ways to help our customers be aware of, and to make, the healthier choice.**

## OUR CHANGE GOAL

In collaboration with Deliveroo, and insight from the University of Durham, we will test a series of trials and interventions that will put healthier lunch options in the spotlight, with the aim to shift our customers' purchase behaviour towards those options.

These tests will provide a tool to drive sales of healthier options, while making them more accessible and relevant to everyone, through a partnership approach with Deliveroo.

We took inspiration from Professor Crisp and research around effective behavioural interventions which nudge customers to choosing healthier options.

## OUR ACHIEVEMENTS

We put into action our learnings from the University of Durham and undertook two trials - 'framing' and 'scripting'. The results of these two trials were encouraging and we took key learnings on initiatives that can have impact, but also learnings by channel.

## OUR LEARNINGS

The framing trial saw a small, but not statistically significant, increase in sales of Ricebox where Twister sales remained the same versus control. The scripting trial saw no change in sales of the healthier options added into the lunch category.

For both trials, we learnt that there were many factors which influence the customer journey, and the results we saw on this specific channel were impacted by these variables. Online delivery is complex in the way that customers interact and shop, therefore it might not be the optimal channel for increasing awareness and shifting behaviours, especially for menu items like Twister and Ricebox which our customers might not normally be aware of or typically consider. Our hypothesis is that in-restaurant interventions might be more impactful at increasing customer consideration of different products.

## WHATS NEXT?

Maintaining our momentum and aspirations from the Bite Back trials, our ultimate goal is to meet the needs of customers and support KFC UK&I ambitions for profitable growth and improved customer health now and in the future. To achieve this, we need to work with credible organisations who are experts in improving health at a national level and have the knowledge to help us to drive this change internally. Therefore, this year we have been exploring work with Nesta on a health innovation partnership. We want to work with external experts who can support us, develop our longer term nutrition strategy, help us identify potential health interventions which can impact the healthiness of our menu, and design, implement and evaluate live trials, to scale successful interventions across the business.



# WE UNDERTOOK TWO TRIALS EMPLOYING THESE BEHAVIOURAL NUDGES

## 1 AIM: TO INCREASE AWARENESS

### HOW

Putting Ricebox and Twister as KFC landing images on Deliveroo.

### APPROACH:

#### FRAMING

#### (REFINING CHOICES)

What is presented where and when makes a difference. For example, simplifying the healthier option to aid consumer choice.



## 2 AIM: SUPPORT NAVIGATION OF LUNCH MENU

### HOW

Adding Ricebox and Twister to the lunchtime menu on Deliveroo.

### APPROACH:

#### SCRIPTING

#### (LABELLING BEHAVIOURAL INFO)

The mind craves a roadmap. Defining definite steps to a goal by relabelling, such as describing not what they are, but when they should be eaten.



# SUMMARY

We've made some great headway in our first year after our initial report and are maintaining our momentum for the year ahead. We are excited to see how our new product launch, Rice Bowl, lands in restaurants and delights consumers over the coming months. In 2025 we will continue to work with stakeholders and have already started exploring ideas with Nesta. We will continue working towards meeting the ambitions laid out in this report and we'll be back next year with the 2026 update. We hope you've enjoyed what you've read in this report and, throughout 2025, we will continue to seek the feedback on our nutrition work, which will challenge us to make important progress over the next year and beyond.





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GOOD FOOD**  
NUTRITION UPDATE 2025

**KFC**