



Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

KFC FACTS

- KFC is based in Louisville, Kentucky, and is the world's most popular chicken restaurant chain.
- Founded by Colonel Harland Sanders in 1952.
- More than 17,000 outlets
- 105 countries and territories around the world.
- 8 million customers each day.
- Yum! Brands is run by David Novak, Chairman & CEO



Yum!
Brands



KFC LOGO EVOLUTION



1952



1978



1991



1997



2006



2012

KFC CORPORATE RESPONSIBILITY®



Colonel's Scholars

Yum! Global Diversity and Inclusion

Supplier code of conduct

Environmental responsibility®

Animal Welfare program

KFC NUTRITION FACTS



		NUTRITION GUIDE										
Item	Serving Size (gms)	Calories	Calories from Fat	Total Fat (gms)	Saturated Fat (gms)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbohydrates (gms)	Dietary Fiber (gms)	Sugars (gms)	Protein (gms)
Pot Pie, Bowls, & Value Boxes												
Chicken Pot Pie	100	700	410	45	37	0	25	1920	66	3	7	20
KFC Famous Bowls®-Mashed Potato with Gravy	121	680	280	31	8	1	45	2130	74	6	3	20
Snack-Size Bowl	183	260	120	13	4	0	25	760	26	1	1	12
Popcorn Chicken Value Box	239	680	370	41	8	0	45	1850	53	4	0	26
Hot Wings® Value Box	123	490	250	27	4.5	0	55	1220	45	3	0	15
Fiery Buffalo Hot Wings® Value Box	194	510	250	28	4.5	0	55	1610	51	4	0	15
HBBC Hot Wings® Value Box	199	540	250	28	4.5	0	55	1530	58	3	6	15
Grilled Drumstick Value Box	158	380	170	19	3.5	0	90	1090	34	2	0	17
CR Drumstick Value Box	159	400	200	22	4	0	45	1110	37	2	0	15
EC Drumstick Value Box	166	440	220	25	4.5	0	55	1160	38	2	0	16
Grilled Thigh Value Box	196	480	230	25	5	0	90	1330	34	2	0	23
CR Thigh Value Box	204	540	290	32	7	0	80	1540	47	2	0	20

KFC offers its consumers a Nutrition calculator.
To see it, go to <http://www.kfc.com/nutrition/>.

®



Customer Loyalty

<http://www.mykfccard.com/Website/home.html>



My KFC Card

KFC Loyalty that rewards KFC customers with KFC sogood points.
In return customers receive free KFC meals

thintana

“The NEW My KFC Card program is our way of saying "THANK YOU" to you, our loyal customer. “

KFC FEED BACK GUEST

Additional Comments

Name: _____

Age: _____ Sex: ☐ M ☐ F Phone: _____

E-mail ID: _____

Birthday: DD / MM / YY

Marriage Anniversary: DD / MM / YY

☐ Veg ☐ Non-Veg

Date: _____

Serial No.: ANTPL08-01

You can also submit your feedback at www.kfc.com

KFC *finger lickin' good*

- dans les restaurant : un questionnaire papier original,

- sur internet : un questionnaire en ligne classique.

Additional Comments

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Age: _____ Sex: ☐ M ☐ F Phone: _____

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KFC *finger lickin' good*

KFC SRI LANKA CONSUMER FEEDBACK

Welcome to the KFC Sri Lanka Customer Feedback Form. We want to hear from you! Please share your comments or concerns regarding any of KFC outlets in Sri Lanka. **This feedback form pertains to KFC restaurants in Sri Lanka.**

Details about your Experience

Select from List

Select from List

Please tell us which KFC restaurant you are writing about.

Select from List

☐ Not about a specific KFC restaurant.

Date of Service: _____

Time of Service: _____

(Choose nearest time to your visit.)

☐ Not sure when I visited.

Your Feedback:

Your Contact Information:

Salutation: _____

KFC STRATEGIE



Depuis 2009, KFC travaille avec Elan, agence-conseil en stratégie d'influence.

L'agence aura pour mission de déployer un plan de communication corporate et d'accompagner en relations publiques les innovations produits de la marque. Elan sera également chargée des plans de prévention et de gestion de crises.

The logo for Elan, featuring a green chevron pointing upwards and to the right, positioned above the word "élan" in a blue, cursive script font.

KFC COMMUNICATION



KFC et le Co Branding

KFC soutient la sortie de ses milkshakes Krushems en partenariat avec OREO et Maltesers.

Communication événementielle

KFC France ouvre sa fondation avec les Restos du cœur.

Elle conduira des actions de mécénat de proximité en lien avec le réseau de restaurants du groupe.



Site Internet

FOOD WHAT'S FRESH CATERING DEALS Find a KFC ZIP Code

ORIGINAL RECIPE
BITES
Now with
KFC's famous
hot gravy

6 Bites
Combo
\$3.99

JOIN THE COLONEL'S CLUB
Receive exclusive offers by email

SEE WHY FRESH TASTES BETTER.

Enter here for a chance to
WIN
The KFC® Ultimate Playground

Réseaux sociaux

CONTACT US

GIFT CHECKS
LEGAL
PRIVACY
CAREERS

NUTRITION

FULL NUTRITION PDF
INGREDIENT STATEMENT
FOOD ALLERGIES & SENSITIVITIES



KFC Global Sites

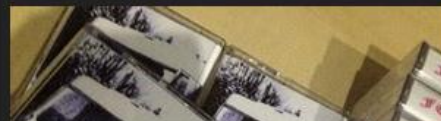
AdChoices



KILL FOR CHRIST

samedi 23 février 2013

FELD HURE - Demo



STORE



Archives du blog

- ▼ 2013 (2)
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 - FELD HURE - Demo
 - janvier (1)
- 2012 (20)

VIP (Very Interested Punks)

[Fermer](#)

 **so good**

KFC LEZENNES DRIVE



11 km

Du dimanche au jeudi en restaurant :
de 11h00 à 23h00 et jusqu'à 23h00 au drive

Du vendredi au samedi en restaurant :
de 11h00 à 23h00 et jusqu'à 00h00 au drive



Rue de Chanzy 59260 - Lezennes

Tél.: 03.20.47.77.29

[Itinéraire](#)

[Appeler](#)

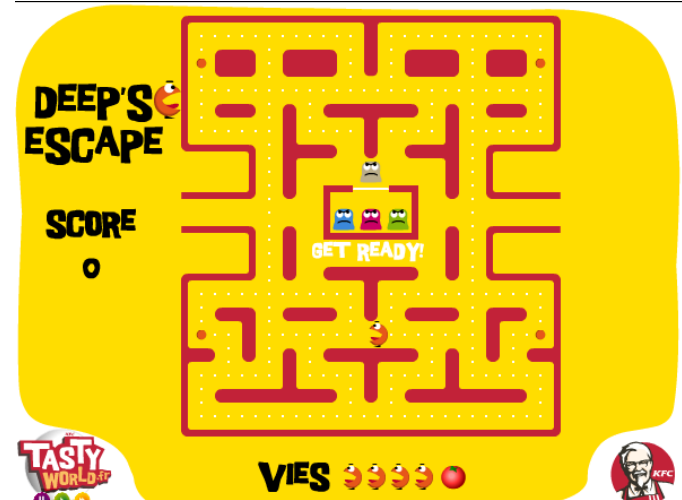


Pour votre santé, mangez au moins 5 fruits et légumes par jours. www.mangerbouger.fr

Application Smartphone



Jeux concours



social gaming



KFC E-CRAWING

20% Discount ON
Kentucky Nuggets (6 pcs)

Terms & Conditions

- Valid at all KFC Restaurants except East Malaysia & Brunei.
- Limited to one offer per coupon.
- Not exchangeable for cash.
- Not valid for other promotions & discount offer.
- Price subject to 5% Government Tax where applicable.
- Only printed colour & b/w accepted for redemption.
- Promotion is not valid during public holiday.
- Valid until **30th April 2009**.

Authorised by:

KFC E-CRAWING

20% Discount ON
Float

Terms & Conditions

- Valid at all KFC Restaurants except East Malaysia & Brunei.
- Limited to one offer per coupon.
- Not exchangeable for cash.
- Not valid for other promotions & discount offer.
- Price subject to 5% Government Tax where applicable.
- Only printed colour & b/w accepted for redemption.
- Promotion is not valid during public holiday.
- Valid until **30th April 2009**.

Authorised by:

KFC E-CRAWING

15% Discount ON
Potato Wedges (L)

Terms & Conditions

- Valid at all KFC Restaurants except East Malaysia & Brunei.
- Limited to one offer per coupon.
- Not exchangeable for cash.
- Not valid for other promotions & discount offer.
- Price subject to 5% Government Tax where applicable.
- Only printed colour & b/w accepted for redemption.
- Promotion is not valid during public holiday.
- Valid until **30th April 2009**.

Authorised by:

KFC E-CRAWING

20% Discount ON
Jelly Ice Cream

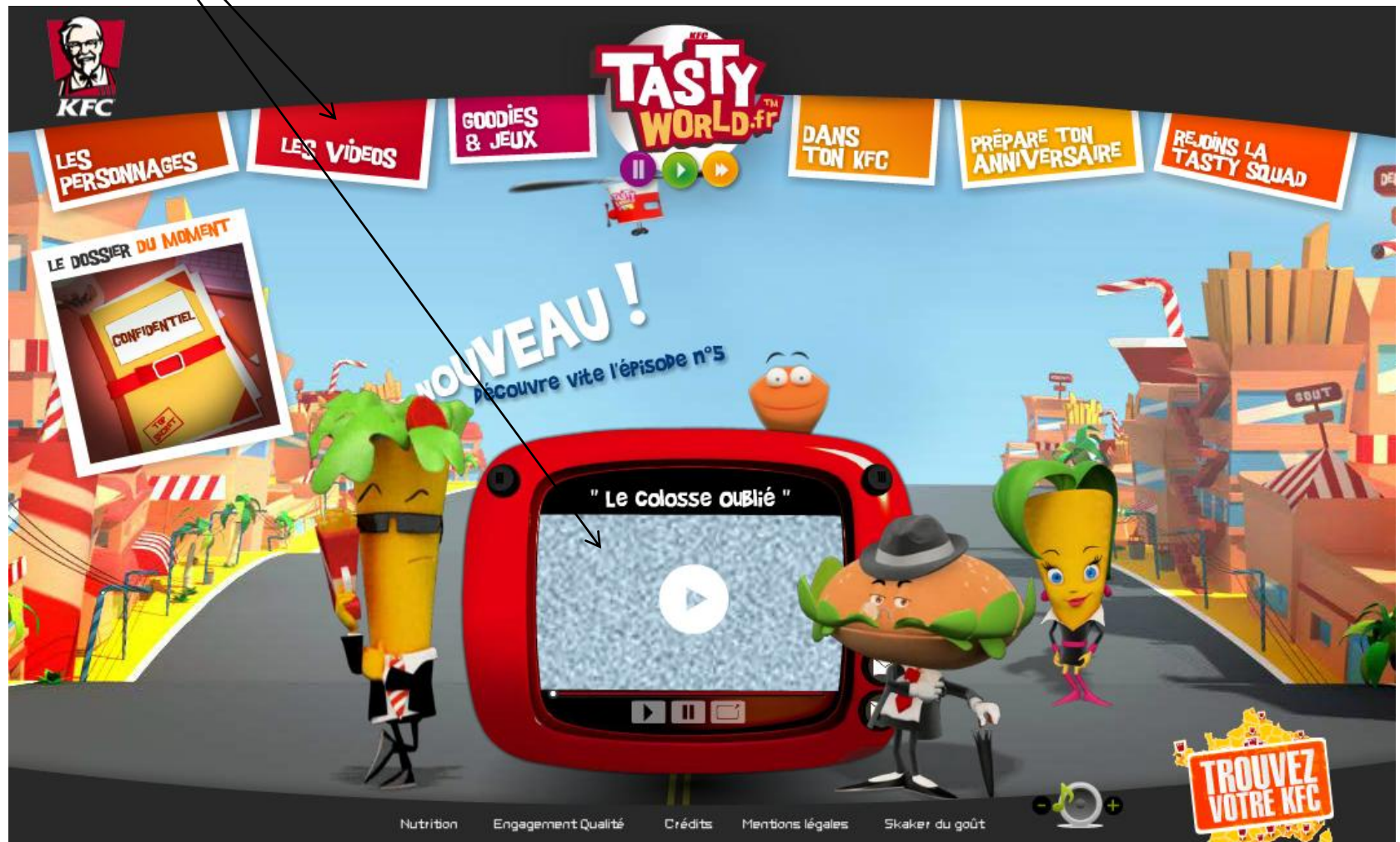
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Authorised by:

Promotions - couponing

Vidéos



SUSTAINABLE DEVELOPEMENT BY KFC



- 
- Agir sur le bâti : Depuis 2005, KFC intègre le bois issu de forêts éco-gérées, suivant la certification PEFC et favorise l'éclairage naturel avec des baies vitrées dans la plupart de ses nouvelles constructions.
 - Réduire les consommations d'eau : KFC vise une réduction de 25% de ses consommations d'eau dans ses restaurants.
 - Réduire les consommations d'énergie : KFC vise une réduction de 35% et abandonne l'utilisation de gaz dans la construction de tous les restaurants à partir du 2012.
 - Mettre en place des équipements éco-conçus : KFC met en place des équipements éco-conçus dans ses restaurants.

SUSTAINABLE DEVELOPEMENT BY KFC



Construction du 1er restaurant KFC éco-conçu à Chartres.