

Chicken facts

Total meals served in KFC stores per year:

U.S. — 708,500,000
Overseas — 283,200,000
Worldwide — 991,700,000

Average KFC meal — 3-piece dinner:

Total KFC chicken pieces sold:
U.S. — 2,100,000,000
Overseas — 849,500,000
Worldwide — 2,949,500,000

Total KFC chickens consumed (est.):

U.S. — 278,800,000
Overseas — 94,400,000
Worldwide — 373,200,000

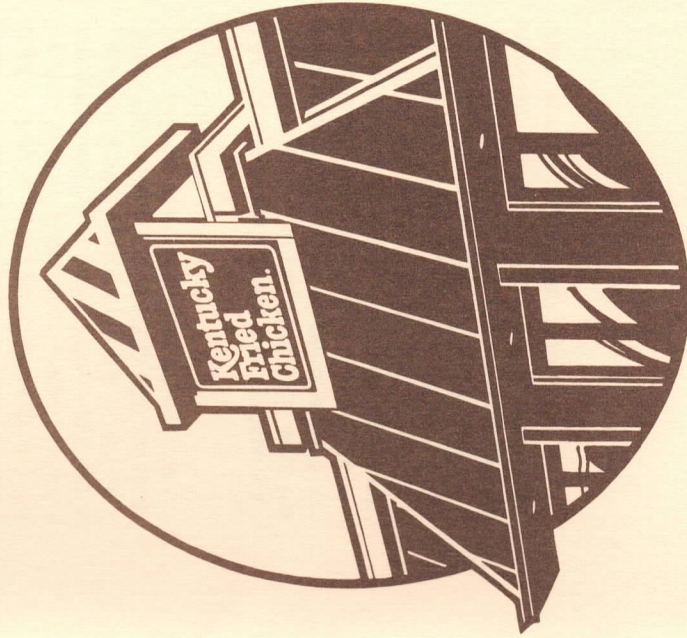
Other chicken facts

KFC chicken consumed in the U.S. — more than eight pieces for every man, woman and child.

Laid head to claw, KFC chickens consumed worldwide would stretch 193,915 miles — they would circle the earth more than seven times at the equator or travel three-quarters of the way to the moon.

KFC consumes 7 percent of the 12 billion pounds of ready-to-cook federally inspected broilers produced yearly in the U.S. — that's 933 million pounds of chicken.

Facts about Kentucky Fried Chicken



Public Affairs Department
Kentucky Fried Chicken
Louisville, KY 40232
Telephone 502-456-8607

4/84 — 5M

Colonel Sanders' legacy

At the age when most people take to their rocking chairs, Colonel Harland D. Sanders took to the road to sell a new idea. He had a recipe and a cooking process for fried chicken which his customers raved about. He already had several franchisees in 1956 when he was forced to sell his restaurant in Corbin, Ky., to cover his debts. So he decided to try to sell his dream to others.

With his pressure cooker and his secret seasoning mix of 11 herbs and spices, he traveled the country persuading restaurant owners to become Kentucky Fried Chicken franchisees.

Colonel Sanders pioneered the fast food business as well as the franchising concept. When he sold his business in 1964, he had 600 KFC stores. Colonel Sanders remained with Kentucky Fried Chicken as goodwill ambassador until his death in 1980. He traveled some 250,000 miles a year visiting the worldwide empire he had founded.

The Colonel was always the company's conscience and critic. Perfection was the only acceptable level of performance for a Kentucky Fried Chicken restaurant. Any store staff that didn't meet his standards for QSC (Quality, Service and Cleanliness) would receive a lecture and a cooking demonstration. The Colonel would take off his white coat, roll up his sleeves, put on an apron, and show the staff how to do chicken right.

A brief history

1939: Colonel Sanders perfects secret blend of 11 herbs and spices.

1952: Pete Harman becomes the first Kentucky Fried Chicken franchisee in Salt Lake City.

1956: Colonel Sanders sells Corbin, Ky., restaurant and goes on the road to gain new franchisees.

7/55: KFC incorporated by Colonel Sanders.

3/64: KFC sold to a group of investors including John Y. Brown Jr. and Jack Massey for \$2 million.

1/69: KFC listed on New York Stock Exchange. Colonel Sanders buys first 100 shares.

7/71: KFC acquired by Heublein, Inc.

12/80: Colonel Sanders dies; his body lies in state in the Kentucky state capitol.

10/82: KFC becomes a subsidiary of R. J. Reynolds Industries, Inc., as Heublein, Inc., is acquired by RJR.

5/83: Major expansion program announced to build about 1,800 new company restaurants by 1988.

10/84: KFC breaks ground for the \$22 million Colonel Harland Sanders Technical Center.

Business facts

Facilities

KFC stores in the U.S. — 4,528 (1,126 company-owned, 3,402 owned by franchisees)

KFC stores overseas — 1,647 (587 company-owned, 1,060 owned by franchisees). Major KFC presence in Japan, Australia, New Zealand, South Africa, Great Britain, Puerto Rico, Mexico and 44 other countries.

KFC stores worldwide — 6,175

In addition, over 700 stores are operated in Canada by an independent company.

Worldwide sales

CY 1984 (year ended 12/31/84), more than \$2.8 billion.

Employees

Average employees in KFC store — 15
Total U.S. employees — 63,500

Total overseas employees — 26,000
Total employees worldwide — 89,500

NOTE: All figures are as of 12/31/84