

## Restaurant Research's Benchmark Analysis Report

**KFC**

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### Executive Summary

KFC continues to evolve from its fried chicken heritage to a more relevant brand for today's increasingly health conscious consumers. However, this evolution has not been completely smooth or orderly as brand leadership continues to struggle to find the difficult balance of holding on to its past brand equity (i.e. Colonel Sanders, his special recipe flavoring and fried bone-in chicken) while experimenting with what works for today. Currently, this exploration has left the chain with a very large and operationally complex menu (aggravated by the already substantial challenges associated with preparing fried chicken). Also, we are concerned that the past menu expansions may have clouded the brand's message somewhat such that it may not be exactly clear what KFC currently stands for. However, on the plus side, KFC is moving in the right direction with things like grilled chicken and white meat filets – and most definitely with its value menu in today's economy. Also, we believe more multi-branding will help this chain to diversify away from chicken only – now that McDonald's has trained the public to think of QSR in terms of multiple protein options. In conclusion, we recognize that while this clear leader in the chicken segment has a lot of work ahead of itself, it is on the right path.

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### RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.ChainRestaurantData.com](http://www.ChainRestaurantData.com) for a partial client list and customer testimonials.

### More About Us

Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com) or 203-405-1901.