



OUR NEXT STEP

IN KFC'S RE-COLONELIZATION

To our KFC® guests,

We take the honor of being one of America's great restaurant brands very seriously, and that's why I'm pleased to share an update to our food promise that we've been cooking up for some time.

By the end of 2018, all chicken purchased by KFC in the U.S. will be raised without antibiotics important to human medicine. This includes our chicken tenders and popcorn chicken; but we're especially proud to be the first major chicken chain to extend this commitment to our bone-in chicken, which includes our signature Original Recipe®, Extra Crispy™, and Kentucky Grilled Chicken®, as well as our wings.

It's all part of the return to our roots—otherwise known as Re-Colonization—which is our mission to return to Colonel Sanders' standards of serving up finger lickin' good chicken in every meal. We didn't do it alone; we've been working with more than 2,000 farms across the country—most of them family owned and managed—to make this change.

And it wasn't easy. In fact, because we have very specific and high-quality standards for our chicken, it required close collaboration with the farmers who bring KFC from the farm to our kitchen and then to your table.

As the Colonel always said, we do things the Hard Way, because that's the only way to make delicious, hand-prepared chicken for you and your family. We will keep cooking up our world-famous chicken the Hard Way too, which means 1) multiple deliveries of fresh U.S. farm-raised chicken to our restaurants each week, and 2) trained cooks hand-breading and freshly preparing that chicken for you—a recipe that takes more than 25 minutes to cook from start to finish.

What I'm especially proud of is that this is only one part of our bigger food commitment. For example, by the end of next year all of our core products will be free of artificial colors and flavors. Learn more about this and our other ingredient work at kfc.com/responsibility.

If you haven't been back to Kentucky Fried Chicken® to experience the great taste you remember, we invite you to any one of our nearly 4,200 restaurants that are now under “new” management—the Colonel. He is back to make things right.

We've been around for more than 70 years and have been committed to you—our customers—every step of the way. It's our heritage. And it's why we'll continue this journey, without compromising the great taste and value you expect. Colonel quality, guaranteed.

Sincerely,



Kevin Hochman
President, KFC U.S.



Kentucky Fried Chicken