

PORTUGAL COUNTERS



KFC is known for the delicious and unique flavour of its various combinations. The chicken processed by KFC is produced in Portugal by Portuguese suppliers and delivered fresh to our units. It is then carefully marinated, breaded and immediately cooked and served in whole pieces to ensure the best taste and quality.

Per the brand's expansion plan we opened the first KFC in Sintra at the Fórum Sintra shopping centre. In line with positive evolution in previous years, and despite the very adverse economic situation, KFC grew by 0.7% in 2011 to finish the financial year with 18 units, 206 employees and net sales of close to 9,7 million euros.

In our attempt to bring the best of KFC to Portugal, we continued the process of changing to the Taste the Difference brand positioning, which aims to revolutionize KFC by ensuring a more energetic approach to customer relations

via the product and spaces. It also involves a different approach to coordination with the local community and customers.

After two years of far-reaching changes to most restaurants, the end of the process was marked by remodelling the Segunda Circular restaurant, an attractive modern building with drive-thru, Krusher counter and extended opening times at the entrance to Lisbon.

In 2011 we continued expanding the menu, including some of the brand's best international successes: Box Meals, Variety Buckets and Snack Attack formats. Also noteworthy was the launch of the Big Daddy, Brazer Max, BBQ Beast and Ultimate sandwiches, a winner in terms of variety and innovation.

The process of introducing in all units the soft ice-cream line, along with the new Brazer