



## KFC

### Portugal

KFC's distinctive characteristic is the recipe, comprising 11 herbs and spices, created by Colonel Sanders, combined with the fresh and natural ingredients that we use in our kitchens.

In Portugal we have followed the international trend and applied the "So Good" brand slogan, which is clearly positioned across the globe and emphasizes the originality and legacy of the brand, as reflected in the product, in the décor of outlets, and in the special relationship KFC has with the local community and customers.

The new slogan infuses KFC Portugal with renewed dynamism, which is also manifested through the "Music is So Good" slogan, which the brand adopted for its presence, with its mobile units, at the Optimus Alive, Queima das Fitas do Porto, Circuito da Boavista, Marés Vivas and Primavera Optimus Sound festivals, where it served thousands of customers.

In 2013 we expanded the menu, incorporating the best international launches: the Box Meal, the Variety Buckets and the Snack Attack format. Furthermore, through our carefully planned marketing campaigns, we launched the Brazzer Max, Tower Bacon, Grander Texas

and Big Daddy sandwiches, as well as the new Filet Bites, seeking to highlight the diversity of our offerings.

Since KFC is a friend of the environment, the oils we use in our operations are collected at all our restaurants and recycled by certified companies. We only use sunflower oil, which is monitored twice daily to ensure the quality, safety and best flavour for our products.

All restaurants adhere to an energy conservation programme that seeks to reduce consumption in line with the best practices in the sector.

In addition, we were recently ISO 22000 certified at the Dolce Vita Antas, Norte Shopping, Colombo and CascaiShopping restaurants. This project, already four years old, aims to promote the improvement of internal processes and procedures. All the lessons learned from the certification process will be adopted by the entire network of KFC restaurants, as we aim to continuously enhance product and service quality.

Because at KFC the client is always number one, the brand has implemented a benchmarking programme for hospitality, the Champs Management System, which defines behaviours and sets demanding goals, in order to constantly improve the service quality.