

# KFC



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# KFC

- ▶ KFC is the world's largest fried chicken fast food chain. It was founded by Colonel Harland Sanders (1890-1980), an American. The corporate logo of KFC is a picture of him in a white suit with white-haired, a moustache and a beard. The same logo is also used to denote KFC to the public. KFC is the abbreviation for Kentucky Fried Chicken.



# KFC

- ▶ In 1930, 40-year-old Sanders ran a Corbin gas station business in his hometown in Kentucky. Looking to increase the profitability of the petrol station, he launched the sale of a wide variety of snacks in the canteen, so that passing customers could buy food while refueling. Because of his exquisite cooking, many travellers stopped by the petrol station for gas and food. Experimenting further, he created a unique recipe for fried chicken that was marinated with eleven flavours. The distinctive flavour of his fried chicken soon became very popular and it was designated as the food icon of Kentucky. In 1935, the Governor of Kentucky, Colonel Ruby Loffoon, awarded him with honours that affirmed and recognized his contribution to the Kentucky restaurant industry.



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- ▶ Sanders' fried chicken was very popular but the customers had to wait for thirty minutes for their food. Wanting to reduce the waiting time, he worked diligently to come up with a more effective and time-saving method.
- ▶ In 1939, Sanders visited a pressure cooker show, and it was there that Sanders found his solution. He took home a pressure cooker and carried out various experiments, till he found a unique technique of frying chicken. He developed a unique technique that could retain all the delicious eleven flavours without overcooking the chicken. Till today, KFC has maintained this unique recipe for all its outlets.



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- ▶ During the 1950's, Sanders' restaurant was requisitioned because of the construction of highways, and he had to shut down his business. Although he was 66 years old, he did not want to retire and rely entirely on social welfare in his old age. He committed himself to overcoming this new crisis. He put his fried chicken ingredients and pressure cookers into his old Ford and travelled to Indiana, Ohio, Kentucky and other places. He wanted to sell the rights of the fried chicken recipe and the method of cooking the chicken to restaurants in the form of equity.
- ▶ In 1952, the first authorized KFC restaurant opened in Salt Lake City. This marked the beginning of the world famous fast food franchise.



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# KFC

- ▶ When he was a young man, Sanders did a lot of different jobs that included working as a railway firefighter, insurance salesman, tire salesman, petrol station operator, and many others. He finally found purpose in his life and wanted to end his career in the food and beverage industry.
- ▶ Before KFC became a reality, he was a 66-year-old retired pensioner receiving a pension of USD\$105 every month. His relentless persistence and aggressive efforts finally resulted in the first KFC restaurant, and it went on to become the world's largest fried chicken chain. His newfound wealth did not dim his enthusiasm for the business. Even in his old age, he did not stop running the business even though people kept asking him why he still worked so hard when he was so wealthy. His answer was “I don't fear that a man will wear out as quickly as he will rust out. If I rust because of idleness, I will go to hell.” This expression fully represented his view on work ethics for the purpose of life, instead of just living and accumulating wealth.

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- ▶ In 1980, Colonel Sanders died at the age of 90. His body was placed in the State Parliament for public viewing, and was later buried in a cemetery in Louisville.



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## Food for Thought:

- ▶ Colonel Sanders with a pressure cooker and a well-developed cooking technique, changed the traditional way of frying chicken, and he founded a large enterprise.
- ▶ Colonel Sanders founded KFC at the age of 66. He persevered and pressed forward with his efforts, and finally achieved a breakthrough in his later years. To follow his example, we must maintain continuous innovation, and to live meaningfully through perseverance in all endeavours in our lives.

