

## KENTUCKY FRIED CHICKEN (СМАЖЕНЕ КУРЧА З КЕНТУККІ)

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*У доповіді розповідається про мережу фаст-фуду KFC, її заснування, становлення на батьківщині та розвиток на міжнародному рівні, надаються особливості її закладів та деякі відомості про засновника та обличчя компанії.*

KFC is an international restaurant chain specializing in chicken dishes. Headquarters of the company is situated in Louisville, Kentucky. It is the world's second-largest restaurant chain (as measured by sales) after McDonald's, with 22,621 locations globally in 136 countries as of December 2018. KFC was founded by Colonel Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky. The first "Kentucky Fried Chicken" franchise opened in Utah in 1952.

By branding himself as "Colonel Sanders", Harland became a prominent figure of the American cultural history, and his image remains widely used in KFC advertising to this day.

KFC's original product is chicken pieces, seasoned with Sanders' recipe of 11 herbs and spices. The constituents of the recipe represent a notable trade secret. Larger portions of fried chicken are served in a cardboard "bucket", which has become a well-known feature of the chain since it was first introduced by franchisee Pete Harman in 1957. Since the early 1990s, KFC has expanded its menu to offer other chicken products such as chicken fillet sandwiches and wraps, as well as salads and side dishes such as potato fries and coleslaw, desserts and soft drinks.

Colonel Sanders was a key component of KFC advertising until his death in 1980. Despite his death, Sanders remains a key icon of the company as an "international symbol of hospitality". Early official slogans for the company included "North America's Hospitality Dish" (from 1956) and "We fix Sunday dinner seven nights a week". The "finger lickin' good" slogan was used from 1956, and went on to become one of the best-known slogans of the 20th century. The trademark expired in the US in 2006. The first KFC logo was introduced in 1952 and featured a "Kentucky Fried Chicken" typeface and a logo of the Colonel.