KFC

KFC is one of the largest fast food restaurant chains in the world, famous for its secret blend of ingredients and for the iconic image of Colonel Sanders – which remains a company trademark to this day. The recipe was created in 1940, by which time Sanders was already a colonel, although not in the military. Instead, he was named an honorary "Kentucky Colonel" for the success of his restaurant, which catered to passing motorists.

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However, when the interstate highways were being constructed, Sanders realised his restaurant – and his town – would be bypassed, and his business would probably fail. He therefore closed his restaurant and began searching for franchisees who would license his recipe. The first genuine Kentucky Fried Chicken outlet – and the company's first headquarters – was actually situated 2,500 km from Kentucky and proved to be a fantastic success. As the only real quick alternative to hamburgers, KFC rapidly expanded across America and, in 1965, internationally. Unlike burger and pizza restaurants, KFC can adapt its menu easily to suit local tastes, such as spicier items in Asia, and, because chicken is not forbidden by any religions, does not face cultural resistance in countries like India and Saudi Arabia.

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When was the KFC secret recipe created?

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Why did Colonel Sanders close his first restaurant?

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Why does KFC face fewer problems than McDonalds in expanding internationally?