



**KFC**

**CANADA'S UNDISPUTED  
FRIED CHICKEN LEADER**

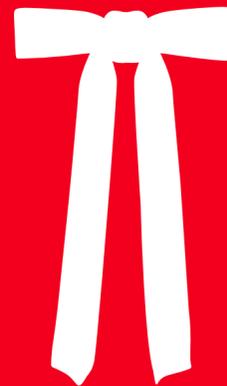
*Col. Harland Sanders*

**FINGER LICKIN' GOOD  
DONE THE RIGHT WAY**



# A BOLO TIE LOOKS GOOD ON YOU

Thinking about KFC as your QSR brand partner?  
Here's a bit about your options and why,  
in our humble opinion, we're the best choice.



# IT ALL STARTED WITH ONE COOK

KFC is a global chicken restaurant brand with a rich, decades-long history of success and innovation. It started with one cook, Colonel Harland Sanders, who created the Finger Lickin' Good recipe more than 75 years ago.

Today, we still follow his formula for success with more than 29K+ restaurants in over 146+ countries around the world.

If it's not Finger Lickin' Good, it's not us.

**850K+**  
TEAM MEMBERS  
ACROSS THE GLOBE

**29K+**  
RESTAURANTS  
IN OVER 146+ COUNTRIES



## LIFE OF COLONEL SANDERS



1890

Born on Sept. 9 in Henryville, Indiana.

1909-1930

Worked all kinds of jobs, including a ferryboat driver, insurance salesman, lawyer and more.

1930-1940

Took over a service station, where he served travelers the same fried chicken he grew up eating.

Lost it all, refused to give up, and started again.

1952

Opened the first Kentucky Fried Chicken franchise in Salt Lake City with Pete Harman, the first Franchisee.

1955

Copyright filed for the "Kentucky fried Chicken" name and a patent obtained for his special method of frying.

1964

Sold Kentucky Fried Chicken.

1964-1979

Continued as the official face of KFC - helping to spread his Original Recipe goodness around the world.



## OUR FRANCHISE PARTNERS

With the help of incredible franchise partners around the world, we'll continue to be one of the fastest growing retail brands globally, both in emerging and developed markets alike.

*"it's finger lickin' good"*

**KFC IS THE  
FASTEST GROWING  
RESTAURANT  
BRAND GLOBALLY**



**\$33 BILLION+ IN SALES**

**29,900 RESTAURANTS  
IN 146+ COUNTRIES**

**ON AVERAGE, A NEW KFC  
OPENS EVERY 4 HOURS**

**INDUSTRY-LEADING  
DESIGN & INNOVATION**



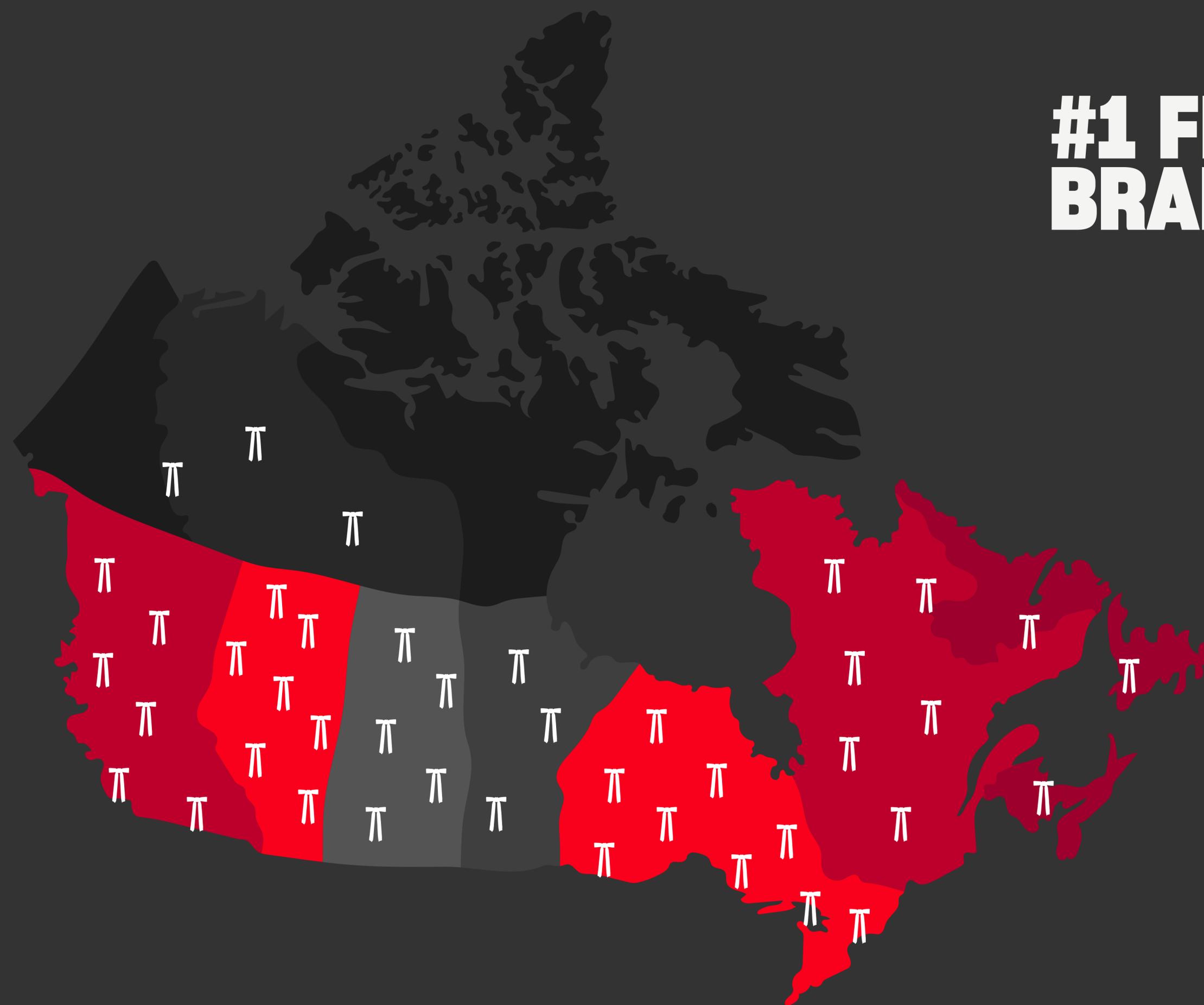
# #1 FRIED CHICKEN BRAND IN CANADA

**58%**

3X QSR  
MARKET SHARE

**672**

RESTAURANTS  
IN CANADA





# FROM A KFC FRANCHISEE

RAHEEM PIRANI, KFC CANADA FRANCHISEE - PIRANI GROUP

“I am extremely proud to be a KFC franchisee in Canada. Having an opportunity to be part of an iconic global brand has helped me to develop a unique global perspective on how I manage my business today. KFC continues to evolve their business model by incorporating different corporate social initiatives and implementing technology that helps improve efficiencies and franchisee profitability.

KFC not only cares about the chicken they sell but also cares about their franchisees. They have an amazing culture which I feel fortunate to be part of.”

# BOLD PARTNERSHIPS





# OUR FINGER LICKIN' GOOD RECIPE FOR SUCCESS

THE SUCCESSFUL LAUNCH OF EVERY KFC RESTAURANT STARTS WITH OUR 8-WEEK TRAINING PROGRAM.

We provide a comprehensive training and restaurant opening process for all franchisees that includes:

In-restaurant training by experienced GMs

Franchisee shadowing

Restaurant orientation

Food safety & sanitation

Menu orientation & food preparation

Smart kitchen tech

Staff member & team member training

Soft opening & grand opening guidelines

Management systems & processes

Brand standards training

Our 40 hrs/week franchisee training program is flexible and can be accommodated to your home address.

## REAL CANADIAN CHICKEN

We use 100% real chicken raised by real Canadian farmers.

## FARM TO FINGER FRESHNESS

Our chicken is always delivered fresh to our restaurants weekly.

## COLONEL-INSPIRED CHEFS IN EVERY RESTAURANT

Each individual piece of chicken is carefully inspected and prepared by a real KFC chef.

## HANDMADE THE FINGER LICKIN' GOOD WAY

Our chicken is hand-breaded a total of seven times with the Colonel's Secret Recipe of 11 Herbs & Spices.



# BUILDING GREEN

MUST-HAVES FOR OUR NEW BUILD RESTAURANTS

## 1. ENERGY EFFICIENT LIGHTING

LED lighting interiors and exterior, signage and parking

## 2. BUILDING WATER USE REDUCTION

Low flow plumbing fixtures in customer areas

## 3. OPTIMIZING EXHAUST HOODS

Implement measures per BG Guidelines

## 4. HVAC FUNDAMENTALS

Use M&E professionals for M&E design and execution

## 5. RESTAURANT COMMISSIONING

Test & Balance (TAB) air pressure

## 6. CFC & HCFC-FREE REFRIGERANTS

No CFC or HCFC refrigerants in HVAC equipment

## 7. REFRIGERATION FREEZER & COOLER EFFICIENCY

Separate cooler to store fresh and /or thawed chicken

## 8. KITCHEN COOKING & HOLDING EQUIPMENT EFFICIENCY

Use energy efficient or approved equipment per guidelines

# FEEDING PEOPLE NOT LANDFILLS

## SUSTAINABILITY IS FINGER LICKIN' GOOD

### IT'S IN THE BAG

Our marine biodegradable sandwich bags are made of sustainably sourced paper, coated with a vegetable-based biopolymer.

### BAMBOO BUCKETS

KFC is committed to building a greener future for our planet with sustainable, eco-friendly packaging, like our new bamboo poutine buckets. Our innovative bamboo buckets are 100% biodegradable and made with one of the world's most renewable, fastest-growing and regenerating materials - bamboo.



### RIPLASTIC

Since 2019, we've eliminated 50 million plastic straws and 10 million plastic bags across the country by no longer carrying them in our restaurants.

## FEEDING LOCAL COMMUNITIES IN NEED

KFC's Food Donation Program combats food waste and food insecurity at a time when it's needed most

Since 2016, our restaurants have donated **332,893 lbs** of food to **254** unique charities across Canada.



Second Harvest is Canada's largest food rescue organization. Their mission is to keep food where it belongs: on plates and out of landfills. They've worked with countless businesses like us to redirect food to non-profit organizations in every province and territory.

Second Harvest rescued and redistributed 87 million lbs. of food across Canada in 2024 alone, providing 250,000 daily meals to people in need. With their help, we're able to give back to our communities and help them on their journey to fight food insecurity.

**READY TO TAKE  
THE NEXT STEP?**



# OPTIMIZED RESTURANT MODELS



**1400-2000** SQ.FT

- Freestanding building
- Drive-thru preferred
- Design flexibility preferred



**1000-2000** SQ.FT

- End cap or in-line units
- Non-urban: End cap with drive-thru preferred
- Urban centres: Corner end cap units preferred



**400-1000** SQ.FT

- Non-traditional/express unit
- Prominent gas stations preferred + airports, campuses, and venues
- Business within a business concept



PORTFOLIO  
**COME ON IN**



**THE FUTURE OF  
KFC CANADA  
IS HERE**





FREESTANDING



URBAN DESIGN

# MODERN RESTAURANT DESIGNS



CONCESSION



INLINE



ENDCAP





# KFC



## UNIQUELY URBAN

Discover our smaller footprint urban model, designed for an enhanced digital experience with a focus on delivery and pick-up.



# KFC EVERYWHERE EVERY WAY

DRIVE-THRU



OWN CHANNEL DELIVERY  
KFC.CA



ORDER AHEAD/  
CURBSIDE PICKUP



3RD PARTY  
PARTNERSHIPS



# FRANCHISEE INVESTMENT



## FRANCHISE FEE

## ONGOING FEES

## MINIMUM LIQUID CAPITAL

## PROJECTED TOTAL INVESTMENT

### TRADITIONAL RESTAURANTS

\$65,700 USD

6% Royalties  
5% Marketing

Single Unit: \$450k+ CAD  
Multi Unit: \$700K CAD

\$470,000 -  
\$2,180,000 CAD

### NON-TRADITIONAL RESTAURANTS

\$6,100 USD

10% Royalties  
0% Marketing

\$200,000+ CAD

\$300,000 -  
\$900,000 CAD

- Fees subject to change at KFC's discretion as per brand standard
- Liquid capital requirement can vary depending on development commitments & candidates' financial standing with lenders
- FDD / Franchise & Restaurant Performance info to be provided later in the process
- Investment figures shown

# LET'S CHAT

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### LEARN MORE

[KFC.CA/FRANCHISE](https://kfc.ca/franchise)

