



**KFC**



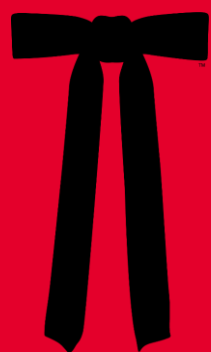
# WORLD'S BEST TASTING FRIED CHICKEN





OUR STORY

**FINGER  
LICKIN'  
GOOD**



**DONE  
THE  
RIGHT  
WAY**

CRAVEABLE  
TASTES

THE RIGHT WAY  
TO DO CHICKEN

EASY TO ENJOY

COLONEL'S  
HOSPITALITY

**SECRET RECIPE**



**TIMES HAVE CHANGED SINCE  
THE COLONEL'S DAY, BUT  
HIS ORIGINAL VALUES AND  
FOOD STILL LIVE LARGE IN  
OUR BRAND TODAY.**

**THEY ARE THE BASIS FOR  
EVERYTHING WE DO AND SAY.  
THEY ARE THE INSPIRATION  
BEHIND THE KFC BRAND STORY.**

*Col. Harland Sanders*

# LOCALLY RELEVANT & GLOBALLY AWARE



**CANADA:**  
 610+

-  Existing Markets
-  Future Markets

Represented in **145** countries with nearly **24,000** global units

# FROM A FRANCHISEE

“ Restaurants have always been a passion of mine and prior to 2011, I knew that KFC was a brand I wanted to be a part of. YUM Brands (including KFC) is the largest restaurant company in the world, and with that comes a breadth of experience, knowledge, support and a culture that is second to none.

The model for success is clearly defined and partnering with such an iconic brand, loved by Canadians, has proven to be the right decision. I'm appreciative of the opportunity to be part of such a huge global family and I feel confident in my business's future”

**Greg Walton, KFC Canada Franchisee | ON, QC, SK & Atlantic Provinces**





**KFC**

**FAMOUS  
CHICKEN**

**CHICKEN SANDWICH**





**PLANT-BASED**  
***KFC* IS HERE.**



# FRANCHISING REQUIREMENTS



## FRANCHISE FEE

## ONGOING FEES

## LIQUID CAPITAL

**Franchisee**

**\$53,400 USD**

**6% Royalties  
5% Marketing**

**\$350,000 -  
\$750,000+ CAD**

**Licensee  
(Express Menu)**

**\$6,750 USD**

**10% Royalties  
0% Marketing**

**\$150,000+ CAD**

**\*Currently seeking multi and single unit applicants (LOCATION-DEPENDENT)**

\*Fees subject to change at KFCs discretion as per brand standard

\*Liquid capital requirement can vary depending on development commitments, restaurant models, geography, credit history and level of funding from lenders among other factors

# RESTAURANT SUPPORT CENTRE



## Franchise Development

Dedicated portfolio manager + analytic & market planning support via *Tango Analytics* + real estate sourcing + construction/design + access to architectural and project management vendors

## Franchise Operations

Dedicated operations manager: staffing, training, business optimization, brand standards, food & safety, Learning Zone

## National Marketing

National TV coverage & media partnerships, national billboard strategy, print flyers & delivery mail, Google search & email marketing, multi-platform social media sponsored content, KFC VIP & much more

## Purchasing & Sourcing

Franchisee-owned *Unified Purchasing Group of Canada (UPGC)*. Support top & bottom line profit & growth. Negotiate competitive pricing for volume purchases of food, paper, packaging, beverages, services & supplies

## Training (Store Operator and/or Franchisee)

4-8 week training program + ongoing training via The Learning Management System "*Learning Zone*" + pre & post opening coaching (details on next page)

# TRAINING & ONBOARDING



## Program Details:

- 4-8 weeks (depending on experience) – 5 days/week
- Full-time - 8 hours a day
- Trained by experienced Restaurant GMs
- Franchisee Shadowing

## Programs:

- Restaurant Orientation
- Food Safety & Sanitation
- Back-of-House & Food Preparation
- Front-Of-House & Guest Services
- Management Systems & Processes
- Staffing & Team Member Training
- Brand standards training
- KFC Canada Culture
- The Colonel's Way



It is a franchisee's responsibility to adhere to **KFC Canada's** opening training process (e.g. hiring, onboarding and simulation training of restaurant staff) to ensure a successful launch of a new restaurant.

# RESTAURANT MODELS



**1400 - 2000** SQ. FT.

**FREESTANDING**

**DRIVE-THRU PREFERRED**

**DELIVERY & ORDER AHEAD-PICK UP**

**1200 - 1800** SQ. FT.

**END CAP/ IN-LINE**

**DRIVE-THRU PREFERRED**

**DELIVERY & ORDER AHEAD-PICK UP**

**400 - 1200** SQ. FT.

**NON-TRADITIONAL/ EXPRESS**

**PROMINENT GAS STATIONS  
PREFERRED**

**“Business within a business”**



# WORLD-CLASS DESIGN & INNOVATION



Toronto, ON



Pick-Up

Pick-Up

*Finger  
Pickin' Good*

*Finger  
Pickin' Good*

Mississauga, ON



**KFC**



**KFC**

**St. Catharines, ON**



# KFC



Exit City  
The Way

OPENING  
SOON

Langford, BC



Calgary, AB

# Kentucky Fried Chicken®

## **ZAID KHAROUBA**

**ASSOCIATE DEVELOPMENT MANAGER  
(NATIONAL FRANCHISEE RECRUITMENT & REAL ESTATE)**

Zaid.Kharouba@yum.com

**O: 416-664-5310 | M: 416-886-1192**



## **CHRIS FILTEAU**

**DEVELOPMENT MANAGER  
(NATIONAL NON-TRADITIONAL PROGRAM)**

Chris.Filteau@yum.com

**O: 416-664-5278 | M: 416-553-7604**

## **KFC CANADA**

**191 Creditview Road, Suite 100  
Vaughan, ON, L4L 9T1**



**To submit a site or apply for franchising,  
you can also visit:**

**[kfc.ca/real-estate](http://kfc.ca/real-estate)**

**[kfc.ca/franchise](http://kfc.ca/franchise)**

