



KFC

Listening 1

1. When did Harland Sanders learn how to cook?
2. What was the name of the honorary title he was given in the mid-1930s?
3. How many KFC franchises were there in North America in 1964?
4. In what year did Sanders die and how old was he?

Listening 2

1. When did the KFC franchise first come to Japan?
2. Which country in Asia has the most KFC outlets and how many?
3. When did KFC launch their first Christmas campaign?
4. When was the statue of Colonel Sanders found?

Transcript 1

Perhaps the world's most famous fried chicken restaurant is KFC (Kentucky Fried Chicken). The company is based in Kentucky and their website states the chain has over 18,000 restaurants in 115 countries.

The company was founded by Harland Sanders who learned how to cook at a very young age. Early on in his career Sanders served fried chicken to people who stopped at the gas station he owned, and later, he opened a restaurant. Sanders is probably better known as Colonel Sanders. In the mid-1930s the state of Kentucky gave him the honorary title of Kentucky Colonel because his restaurant had become so popular.

Sanders decided to sell his restaurant in 1956. Several years earlier, the Colonel agreed to allow a friend who had his own restaurant to include his famous fried chicken on the menu. Other restaurant owners eventually became interested and some became franchises. Sanders worked on getting more franchises and when he sold his company in 1964 there were over 600 KFCs in North America. One of the interesting things included in the contract when he sold his business was a lifetime salary for Sanders.

Harland Sanders was 90 years old when he died in 1980.



Transcript 2

The fast food franchise came to Japan in 1970 at the Osaka World Expo and later that same year the first store opened its doors in Nagoya. KFC Japan also operates the Pizza Hut chain and together there are over 1,500 stores. In terms of KFC locations in Asia, Japan ranks second behind only China which has just over 5,000 restaurants.

In December 1974, a Christmas campaign was launched which helped KFC meals become a popular choice for some people on or around December 25th. According to KFC Japan's website, a Christian mission school ordered some chicken and asked that it be delivered by someone wearing a Santa suit. Based on this experience an employee at KFC suggested that the company could create an advertising campaign promoting KFC for Christmas.

And finally, a Japanese baseball story associated with the company. In 1985, some Hanshin Tigers fans were celebrating their team's Japan Series victory and threw a statue of Colonel Sanders into Dotonbori river. Twenty-four years later it was found during some construction work that the city of Osaka was doing on the river.