

Franchisee Innovation Drives Sales Growth



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By The KFC CARIBLA Franchisee Association

New KFC Sandwich invented

by same source as the famous Big Mac, a franchisee.

When KFC Costa Rica began looking for ways to significantly upgrade their sandwich line, they already had been experiencing supply issues with their approved "hamburger" bun vendor. In an effort to improve the quality and image of their sandwiches, they decided to ditch the normal hamburger bun. Instead, they asked a new bun vendor to bring them samples of all of the fancy sandwich breads they manufactured. Among the samples was a great-tasting, interesting, oval-shaped bread that the Costa Rica Franchisee partners thought was fantastic. When they brought it to one

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of their 21 KFC restaurants to test it, one of them decided to try it in the toaster oven press, which is used for the KFC Toasted Twisters. After trying various sauce, cheese, onion and pepper combinations, "Wow" is what everyone said and the KFC Panini Sandwich was born.

After creating an innovative, premium sleeve package for it, the Panini was tested with consumers who loved it. Upon launching it in Costa Rica, the sandwich soared to 17.9 percent of sales (124 units per day, per restaurant) and scored a "home run" with consumers. The product helped contribute to 15 percent same-store sales increases during its 2-1/2-month launch period.

The new family of Panini Style Premium Sandwiches combines mozzarella cheese, marinara or Mediterranean Sauce and other ingredients to deliver distinctive new tastes. KFC's juicy Original Recipe whole breast fillet, or KFC's Tender Roast fillet, is served on a warm and press toasted European style bread with the characteristic Panini grill marks to accentuate the experience even more. It is offered in two, different mouth watering versions:

- Italian Chicken Panini: Original Recipe whole breast fillet, KFC recipe marinara tomato sauce and mozzarella cheese inside a European-style bread toasted in the grill.





- Mediterranean Chicken Panini: Tender Roast fillet, Mediterranean peppercorn sauce, sautéed onions, peppers, and mozzarella cheese inside a European-style bread toasted in the grill.

“We are continuously looking for ways to add great-tasting menu choices with new flavor and more variety,” said Carolina Beeche, marketing manager for KFC Costa Rica. “To satisfy customers’ taste preferences we have added new chef-inspired Panini Premium Chicken Sandwiches to our line of successful Premium products.”

The selling line “chef-inspired – secret recipe” helped launch a successful communications campaign strategy that included POP material, mass media efforts such as print ads, bus stops signs, back of buses and television ads of 30, 15 and five seconds. Consumers’ overall ratings exceeded expectations and the Panini has become a permanent menu item in Costa Rica.

Toasted Twister in Peru

Lima, Peru (Dec. 2006) – Adding a toasty twist to the already successful line of

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Traditional Twisters launched back in 2000 has proven to be a winning combination for KFC Peru. Toasting the Twisters has been a small but significant change that has created a whole new improved line of products.

“The Toasted Twister has been a success among our Peruvian consumers,” said Bruno Mavila, a marketing representative for KFC Peru. “[It is] part of our continuous endeavor to always re-invent our line of products.”

Launching the Toasted Twister in all 41 restaurants required a major investment in specialized equipment as well as operational aspects. Needless to say, all efforts have paid off, as the Toasted Twister enters its second year of success. ♥