

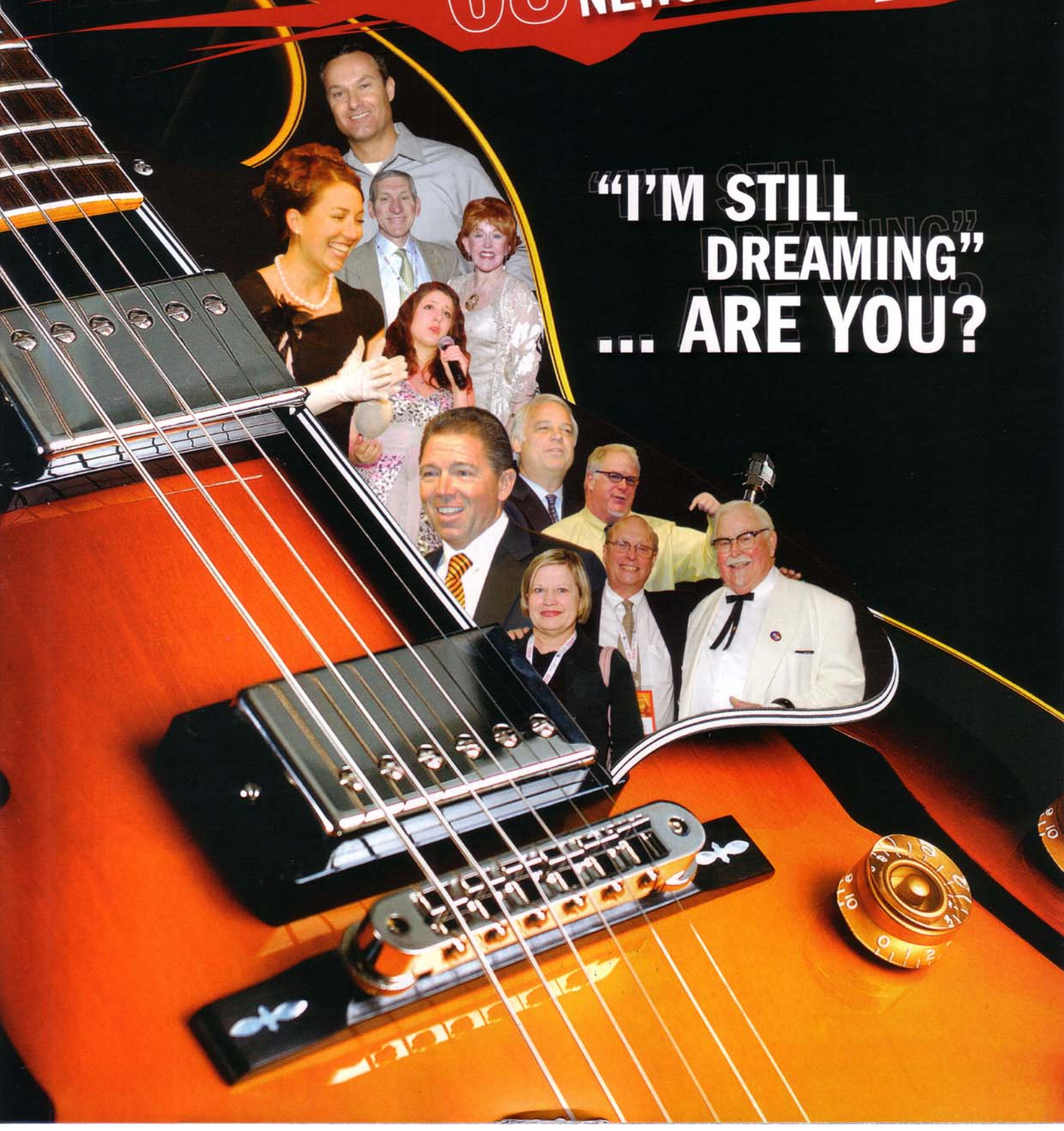
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CONVENTION NEWSLETTER



**"I'M STILL
DREAMING"
... ARE YOU?**



2008 KFC CARIBLA Convention



A special report from Zaira Guevara, KFC CARIBLA marketing and administrative coordinator

The CARIBLA convention has been held in conjunction with the AKFCF Convention since 2004. Each year, the participation of attendees and sponsors has increased. During 2008, 145 attendees registered; this included 77 franchisees and franchisee team members representing 27 Caribbean and Latin American countries. 2008 also welcomed several new CARIBLA sponsors and vendors.

Our General Session agenda was extended and included important YUM! corporate regional topics such as: Brand Vision, People Capability, Interior design, BOH design, equipment

and commodities pricing. We also had supplier presentations and a valuable information technology workshop showcasing the latest POS equipment.

CARIBLA markets were recognized for their achievements and efforts during 2007. In all, 18 awards were presented to 13 different markets during the CARIBLA Reception, Dinner and Awards Ceremony held at the Wildhorse Saloon in downtown Nashville.

Also, for the first time, the CARIBLA region was included in the corporate Service Awards Program. Franchisees recognized included: Joseph Ross (30 years, Grenada), Eddie Sanchez (20 years, Grand Cayman), and Roberto Larach (five years, Honduras). 🍗