

CARIBLA Defined

By Richard Eisenberg and Edward Henriquez



Where the heck is CARIBLA? What does CARIBLA mean? Is CARIBLA an island? These are questions I am asked often as vendors and other KFC franchisees read my name badge at AKFCF conventions.

Well, here is the answer: "CARIBLA" stands for Caribbean and Latin America, the geographical area where our region's KFC restaurants are located.

Currently, 20 of the 33 franchisees in our region are active with the association. Active franchisees own and operate more than 250 high-volume KFC restaurants throughout our region, which includes the beautiful countries of Central America, the exotic islands of the Caribbean and mysterious South America.

Several of the highest-volume KFC restaurants in the world (with annual sales of \$3 to \$5 million-plus) can be found throughout the CARIBLA region along with some of the most innovative and tasty KFC products (like Jamaica's secret and "addictive" BBQ Chicken recipe, Costa Rica's Santa Fe Sandwich and Azteca Toasted Twister, Panama's Arroz Con Pollo and Empanada de Queso, Teriyaki Popcorn Chicken, Orange Oriental Nuggets, the Fun Strip, Kentucky Nuggets, Double Crunch, Papa Asada [Baked Potato], Zinger Sandwich, the Roasted Club and many more).

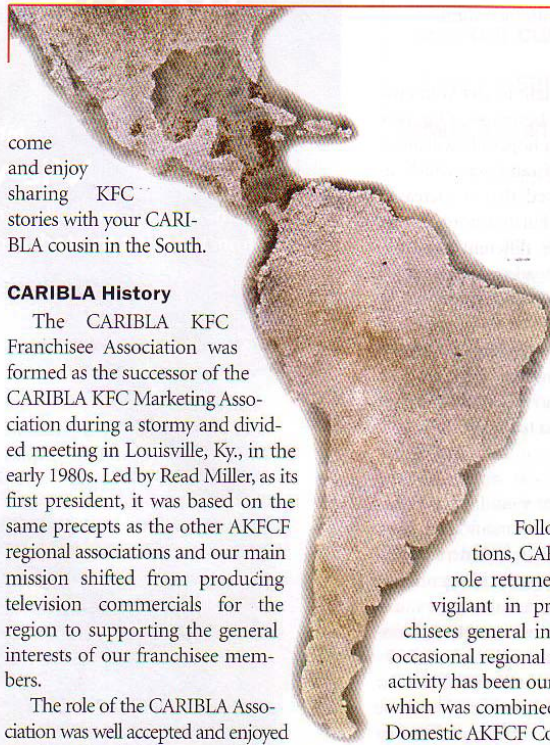
If your travels ever take you to a country in the CARIBLA region, please contact the local country KFC franchisee. I am sure you will receive a warm Colonel's wel-

come and enjoy sharing KFC stories with your CARIBLA cousin in the South.

CARIBLA History

The CARIBLA KFC Franchisee Association was formed as the successor of the CARIBLA KFC Marketing Association during a stormy and divided meeting in Louisville, Ky., in the early 1980s. Led by Read Miller, as its first president, it was based on the same precepts as the other AKFCF regional associations and our main mission shifted from producing television commercials for the region to supporting the general interests of our franchisee members.

The role of the CARIBLA Association was well accepted and enjoyed our franchisor's full cooperation (especially at the yearly Caribbean CARIBLA Franchisee Convention) until the Pepsi era. In their efforts to break us apart, PepsiCo tried unsuccessfully to prohibit contact between CARIBLA and the AKFCF. But with AKFCF's full support, CARIBLA became a member of the Domestic Contract negotiating Committee and later became a leader in the International Contract negotiating Committee.



Following the negotiations, CARIBLA's more sedate role returned to that of being vigilant in protecting the franchisees general interests. Besides the occasional regional meetings, our main activity has been our yearly convention, which was combined with the National Domestic AKFCF Convention in 2003.

Well, so much for past history. This quarter, CARIBLA voted to combine its activities with the KFC Regional Marketing Fund, which was formed with Yum!'s help in January 2000, and will once again require some of the activities that preceded its original formation. ♥

Richard Eisenberg owns 21 KFC restaurants in Costa Rica, and **Edward Henriquez** operates 22 KFC restaurants in Panama.