

Service Awards



By Richard Eisenberg

For the first time, KFC CARIBLA (Caribbean and Latin America) franchisees are being included in the KFCC corporate service award program for 2008. This is welcomed recognition for the CARIBLA region, which has several franchisees who have dedicated their lives and careers to the KFC brand and family.

The 2008 service awards recipients are:

- 30-year KFC franchisee Eddie Sanchez from the Cayman Islands.
- 20-year KFC franchisee Joseph Ross from the island of Grenada. He opened his first KFC restaurant on Mar. 1, 1988 on Grandby Street in St. George, Grenada. Currently, Ross operates three KFC restaurants.
- Five-year KFC franchisee Roberto Larach from Honduras, Central

America. Larach, who also is a multi-year and multi-unit Pizza Hut operator, currently operates nine KFC restaurants.

Like the U.S., many of the KFC CARIBLA markets have been operated by the same franchise owner family for decades. For example, Edward Henriquez, who has been the Panama KFC franchisee for 39 years, will receive a 40-year service award in 2009.

Experience and service is present throughout the area. The same family has operated in Jamaica for more than 30 years. The same franchisee family has owned Nassau Bahamas, Peru, St. Lucia, and St. Vincent for more than 20 years.

The table on the right-hand page is a list of all the KFC CARIBLA Association member markets: ♥

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3RD PLACE FOR THE KFC CAR IN CENTRAL AMERICA



By Carolina Beeche,
KFC Costa Rica marketing director

The KFC Lotus Exige racecar, sponsored by KFC Costa Rica, finished in 3rd in both the 2007 GT3 category Central America Championship and Costa Rica National Championship. The racecar, driven by KFC franchisee and the 2006 GT3 Central

American Champion, Richard Eisenberg, had strong results all year and never missed a podium finish in 2007. The car also received a USA/Costa Rica-inspired red, white and blue paint scheme in 2007. ♥

2008 CARIBLA MEMBER DIRECTORY

Get to know your fellow franchisees

| CARIBLA Market | Franchisee | Company | Restaurants |
|---------------------|--------------------------------|---|-------------|
| Antigua and Barbuda | Cal Roberts | KFC Antigua | 3 |
| Bahamas - Freeport | Alice Cooper | Good Foods Ltd. (Sun Coral Restaurant) | 1 |
| Bahamas - Abaco | Marcus Bethel & Anthony Albury | Island Restaurants Ltd. | 1 |
| Bahamas - Freeport | Kent & Emil Symonette | Genesis Marketing, c/o Freeport Restaurants Co. Ltd. | 3 |
| Bahamas - Nassau | George Myers | Restaurants Bahamas Ltd. | 10 |
| Barbados | Philmore Davis | KFC (Barbados) Ltd. | 12 |
| Bermuda | Frank Suess | KFC (Bermuda) Ltd. | 1 |
| Bonaire | Ruth Van Tilburg | KFC Bonaire (Harborside Foodeourt, NV) | 1 |
| Brazil | Fabiano Lima | CLEMATIS INDÚSTRIA E COMÉRCIO DE ALIMENTOS E PARTICIPAÇÕES LTDA | 4 |
| Colombia | Javier Lopez | Food Services del Caribe, S.A. | 12 |
| Costa Rica | Jed Silver & Richard Eisenberg | Kentucky Fried Chicken de Costa Rica S.A. | 21 |
| Dominica | Karl Nassief | Fine Food Inc. | 1 |
| Dominican Republic | Dane Darbasie | Kentucky Foods Group Ltd. - D.R. | 11 |
| Ecuador | Juan Carlos Serrano | INT FOOD SERVICES CORP. | 72 |
| El Salvador | Francisco Rovira | Franquicias de Centroamerica | 14 |
| Grand Cayman | Eddie Sanchez | Fast Foods Company Ltd. | 3 |
| Grenada | Joseph Ross | Ross Food Stuffs Int'l. Ltd. | 3 |
| Guadeloupe | Patrick Vial-Collet | Karuel Food Catering (KFC Guadeloupe) | 4 |
| Guyana | Deonarine Singh | Friendship Hotel & Restaurant Holdings Ltd. | 4 |
| Honduras | Roberto Larach | Grupo Comidas | 10 |
| Jamaica | Mark Myers | Restaurants of Jamaica Ltd. | 31 |
| Martinique | Patrick Vial-Collet | Karulara Food Catering (KFC Martinique) | 1 |
| Panama | Liza Henriquez | Franquicias Panameñas S.A. | 23 |
| Peru | Alejandro Desmaison | Delosi, S.A. | 36 |
| Puerto Rico | Mary Gavin & Jorge Berlinger | Encanto Restaurants | 87 |
| St. Lucia | Frank C. Keller | KFC St. Lucia | 6 |
| St. Maarten | Bud Willer | Q.F.S. Enterprises N.V. | 3 |
| St. Vincent | Ken Boyea | KFC (St. Vincent) Ltd. | 2 |
| Suriname | Kirran Panjabi | World Industries | 2 |
| TrinidadTobago | Dane Darbasie | Prestige Holdings Limited | 52 |
| USVI | Zubair Kazi | Kazi Foods USVI | 5 |
| Venezuela | Juan Carlos Serrano | KFC Venezuela (Promotora Metropolitana de Restaurantes, 25, C.A.) | 11 |
| Total | | | 450 |

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